

POSITION DESCRIPTION

Position Title	National Manager, Content		
Organisational Unit	Marketing and External Relations		
Functional Unit	Marketing and Communications		
Nominated Supervisor	Associate Director, Marketing and Communications		
Higher Education Worker (HEW) Level	HEW Level 9	Campus/Location	North Sydney
CDF Achievement Level	2 Management (Line)	Work Area Position Code	10676
Employment Type	Full-time, Continuing	Date reviewed	29 August 2017

The filling of this position is intended to constitute a special/equal opportunity measure under section 8(1) of the Racial Discrimination Act 1975 (Cth), and s126 Anti-Discrimination Act 1977 (NSW),

The positions is therefore only open to Aboriginal or Torres Strait Islander applicants.

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

MARKETING AND EXTERNAL RELATIONS

The Marketing and External Relations (MER) Portfolio, under the direction of the Director of MER, encompasses Marketing and Communications, Student Recruitment & External Relations, Digital Experience and Marketing Insights.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

POSITION PURPOSE

The position plays a critical leadership role in driving ACU's Content Strategy in alignment with the University's Brand Strategy and Strategic Plan.

The National Manager, Content, is responsible for ensuring ACU's marketing communications are underpinned by a content strategy and supported by the best systems, policies and processes.

The position oversees marketing content initiatives across all platforms and formats to support ACU's strategic and operational objectives. It leads large-scale content campaigns, with storytelling that engages a variety of target segments, adheres to the University's brand pillars, and underpins major functions, including campaigns.

Managing a team of content producers, the National Manager, Content, develops and fosters a work approach that is data-informed, audience-centric and competitive in today's fast-changing media landscape.

The position collaborates both within MER and with senior stakeholders across the University to help define the brand story and manage expectations of senior staff when undertaking major content projects.

The position liaises with internal stakeholders including the First Peoples And Equity pathways Directorate and external stakeholders that could include local Aboriginal and Torres Strait Islander communities and organisations. Reporting to the Associate Director, Marketing and Communications, the position operates with a high degree of independence and autonomy.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Develop and lead the implementation of ACU's Content Strategy for the department and wider University. The content strategy should support and extend marketing initiatives, both short and long-term, and oversee the strategic development, governance and distribution of content.	<ul style="list-style-type: none"> • Apply commercial acumen • Adapt to and lead change • Make informed decisions 				✓
Ensure all ACU marketing content is on-brand, consistent in terms of style, quality and tone of voice, and optimised for search and user experience for all channels of content including online, email, video, print and in-person.	<ul style="list-style-type: none"> • Apply commercial acumen • Deliver stakeholder centric service • Make informed decisions 				✓
Work with Digital Experience to develop and review usability tests and analytics to gauge content effectiveness and make improvements/recommendations based on the results.	<ul style="list-style-type: none"> • Be responsible and accountable for excellence • Make informed decisions • Collaborate effectively 			✓	
Develop standards, systems and best practices for content creation, distribution, maintenance and repurposing.	<ul style="list-style-type: none"> • Be responsible and accountable for excellence • Make informed decisions • Coach and develop 			✓	
Lead cross-functional efforts and keep a strong collaborative tone, particularly under pressure and tight deadlines.	<ul style="list-style-type: none"> • Collaborate effectively • Communicate with impact • Deliver stakeholder centric service 				✓
Lead regular cross-functional content meetings, involving teams/staff across the department and wider university including First Peoples and Equity Pathways Directorate.	<ul style="list-style-type: none"> • Coach and develop • Collaborate effectively • Adapt to and lead change 				✓
Ensure new content produced across the University adheres to the brand pillars and verbal identity guidelines. Provide advice and feedback on content produced both within MER and externally, including First Peoples and Equity Pathways Directorate.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Know ACU work systems and processes • Adapt to and lead change 				✓

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		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Identify appropriate content themes and topics and ensure content activities are aligned with strategic direction.	<ul style="list-style-type: none"> • Apply commercial acumen • Deliver stakeholder centric service • Make informed decisions 			✓	
Develop a working, and team, environment that is data-informed, audience-centric and competitive in today's fast-changing media landscape.	<ul style="list-style-type: none"> • Coach and develop • Collaborate effectively • Adapt to and lead change 	✓			
Build and develop a high-performing and service-orientated communications team that delivers strong marketing outcomes for the University.	<ul style="list-style-type: none"> • Deliver Stakeholder Centric Service • Coach and Develop • Be Responsible and Accountable for Achieving Excellence 	✓			
Keep up to date with industry trends to maximise opportunities for ACU content planning/initiatives.	<ul style="list-style-type: none"> • Make informed decisions • Communicate with impact • Apply commercial acumen 	✓			

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Develop a Content Strategy in close consultation with senior stakeholders.
- Shape and influence content activities in alignment with ACU's Brand Strategy and informed by key market research and insights/analytics, often facing resistance to change.
- Oversee all marketing content initiatives across multiple platforms and formats to support ACU's strategic and operational objectives.
- Lead large-scale and extensive content campaigns, with storytelling that engages a variety of target segments, adheres to the University's brand pillars, and delivers measurable marketing outcomes.

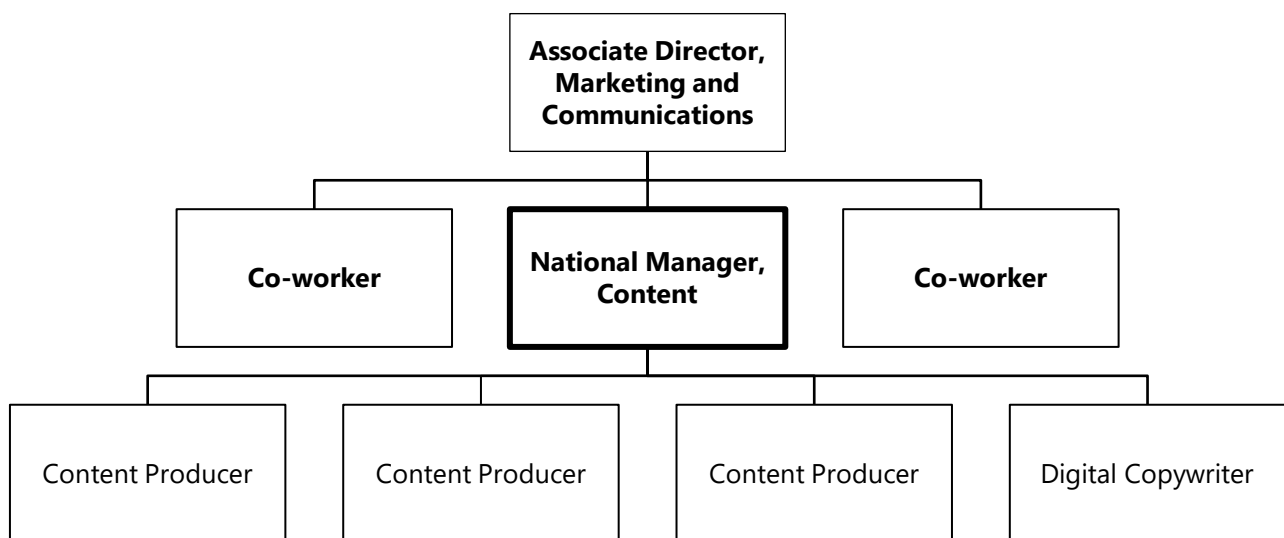
Decision Making / Authority to Act

- The position holder gives advice and recommendations to senior stakeholders across the University in regards to content activities, in alignment with ACU's brand and strategic direction.
- The position holder responds to content enquiries and organises all aspects of content planning within a prescribed budget.
- The position holder operates with a high degree of independence and autonomy, and takes the lead on decisions related to content strategy and production.

Communication / Working Relationships

- The position holder will interact internally with staff, including senior executive, in the planning and execution of content strategies.
- The position holder is responsible for communicating policies, procedures, initiatives and direction for content consistent with the ACU brand and Mission to the general ACU staff.
- The position holder manages an evolving and fast-paced Content Team.
- The position holder makes recommendations and advises on best practice to stakeholders across the University on ways to improve content approaches, including creation, distribution, maintenance and repurposing.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Identification as an Australian Aboriginal or Torres Strait Islander. Australian Catholic University considers that being of Aboriginal or Torres Strait Islander origin is a genuine occupational qualification for this role.
2.	Postgraduate qualifications and extensive relevant experience in a marketing, communications, or a related discipline; or extensive management experience and proven management expertise in marketing or communications or an equivalent combination of relevant experience and/ or education/ training.
3.	Demonstrated experience leading a high-performing and service-orientated communications or content team.
4.	Extensive experience in communications/content management including the successful development and implementation of segmented content strategies and plans across all platforms, traditional and digital.
5.	Demonstrated experience in planning and implementing integrated content strategies based on analysis of market research and digital insights.
6.	Excellent interpersonal, negotiation and influencing skills with the capacity to build solid working relationships with people at all levels of an organisation.
7.	Ability to work autonomously as well as work as part of a geographically-dispersed team.
8.	The proven ability to effectively lead large teams of content creators.
9.	Demonstrated prior experience at a leadership level in building and sustaining effective internal and external networks with Aboriginal and/or Torres Strait Islander people and stakeholders

Core Competencies (as per the [Capability Development Framework](#))

8.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
9.	Demonstrated ability to adopt an organisational wide point of view and make informed, evidence-based decisions to achieve high quality outcomes for the organisation and seize opportunities that improve organisational viability.

Other attributes

10.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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