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| **Position Description** |

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| **Digital Content Producer (Blogs)** | |
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| **Position No:** | 50111653 |
| **Department:** | Marketing and Recruitment |
| **Campus/Location:** | Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level 6 (HEO6) |
| **Employment Type:** | Fixed Term (until end 2017), Full Time |
| **Position Supervisor:**  **Number:** | Senior Content Manager  50025227 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Jobs at La Trobe - <http://www.latrobe.edu.au/jobs>

**For enquiries only contact:**

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| **Position Description** |

**Digital Content Producer (Blogs)**

**Position Context**

This role sits within the Content Marketing team.

The Digital Content Producer (Blogs) role is responsible for the creation of high quality content for digital channels, with a focus on long-form postgraduate content for La Trobe’s new content hub. The position has been created to support post-graduate lead generation and recruitment activities, and requires:

* excellent written and verbal communication skills
* significant experience in writing, editing, repurposing, planning and producing multimedia long-form web content
* ability to report on communications projects against established objectives, including use of data
* experience in engaging with and building online communities
* ability to liaise with key stakeholders at all levels, including professional and academic staff
* creative approaches to problem solving
* experience publishing to blogs and other web channels and using content management systems
* ability to work within tight time frames

**Key areas of accountability**

1. Create content for digital channels that:
   * aligns with core principles of writing for the web (e.g. being concise, well-structured and accessible, using plain English)
   * is optimised for readability / scanability
   * supports search engine optimization (SEO) principles
   * meets the information needs of specific audiences.
2. Work with colleagues, professional staff and academic staff to produce and manage editorial output, including:
   * liaise effectively with colleagues to achieve communication goals
   * manage relevant documentation, such as content briefs, editorial calendars, project timelines, reporting
   * provide editorial advice, guidance and support to University staff in accordance with La Trobe standards and guidelines
   * manage deadlines and work on multiple simultaneous projects.
3. Build and grow an online audience through proactive and reactive engagement tactics including:
   * targeting key influencers
   * aligning content to audience interests and key trends
4. Collaborate on the delivery of training, resource material and support to La Trobe staff with the goal of ensuring high-quality written content is implemented across digital channels, especially blogs.
5. Research content, facts and other resources as the basis of developing digital content.
6. Contribute to the development of internal standards, guidelines, checklists and support documents, for example style guides.
7. Produce reports on the effectiveness of digital content and content strategies including quantitative and qualitative measures.
8. Undertake special projects or other duties within the designated function of the position as requested by the Manager Content Marketing.

**Key Selection Criteria:**

**ESSENTIAL**

1. Tertiary qualifications in communications, professional writing, electronic publishing or another related field with subsequent relevant experience and/or knowledge, training and experience appropriate to the provision of online content services.
2. Demonstrated expertise in creating and editing content for blogs and other digital and web channels, including social media.
3. Experience building online audiences through proactive and reactive engagement tactics.
4. Experience using content management systems to publish multi-media content.
5. Experience in stakeholder management, liaison and engagement, especially in relation to communications projects. Strong interpersonal skills plus the ability to communicate and negotiate in a professional and confident manner with clients.
6. Demonstrated ability to work independently and as part of a multi-disciplinary team, including the ability to manage competing priorities and achieve quality outcomes.
7. Demonstrated research and analytical skills, including the ability to translate complex information into plain English for specific target audiences.

**DESIRABLE**

1. Experience with the application of usability techniques, accessibility guidelines (WCAG 2.0), and an understanding of compliance with relevant state and federal legislation.

**Other Relevant Information:**

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

**La Trobe Values**

At La Trobe we:

* take a world view
* pursue ideas and excellence with energy
* treat people with respect and work together
* are open, friendly and honest
* hold ourselves accountable for making great things happen.

For Human Resource Use Only

Initials: Date: