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| **Position Description** |

**Position Title Digital Experience Producer**

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| **Position No:** | 50120377 |
| **Organisational Unit:** | Digital Marketing and Customer Engagement, Marketing Operations |
| **Campus/Location:** | Location Independent – Any La Trobe University Campus |
| **Classification:** | Higher Education Officer Level 6 (HEO6) |
| **Employment Type:** | Full time, Continuing |
| **Position Supervisor:**  **Number:** | Digital Innovation Advisor  50039514 |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits> |

Further information about:

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

**For enquiries only contact:**

Matthew Campbell-Burns, TEL: (03) 9479 6595 or [m.campbell-burns@latrobe.edu.au](mailto:m.campbell-burns@latrobe.edu.au)

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| **Digital Experience Producer** |

**Position Context**

The Marketing and Recruitment Division plays a key role in the development of customer growth and stakeholder engagement strategies across all available markets and channels including domestic, regional, international markets and online.

This role sits within the Digital Marketing and Customer Engagement team (part of the Marketing Operations unit. The team is responsible for digital marketing, content, creative design, plus statistical analysis and reporting.

Reporting to the Digital Innovation Advisor, this position is responsible for the coordination, development and management of nominated projects delivered via La Trobe University’s digital channels (web and mobile), with a focus on recruitment and the organisation’s reputation. The successful applicant will possess attributes including:

* significant experience with digital (web and mobile) channels, and use of CMS and other online systems
* ability to liaise with key stakeholders at all levels / effective consultation skills
* excellent attention to detail
* a creative mind with a passion for improvement
* ability to work on multiple projects simultaneously within tight time frames

**Key Areas of Accountability**

1. Under the guidance of the Digital Innovation Advisor, manage assigned projects and coordinate change across the University’s digital channels to drive sales including:

* managing technical aspects of new sub-sites builds, including implementation of key landing pages
* implementing brand elements and styles consistently
* providing advice on optimal site structure / page layout to achieve strategic and commercial goals
* working with key stakeholders on the creation of new digital assets
* using professional expertise to ensure that channels align with data, best practice and emerging trends.

1. Implement projects across digital channels within agreed parameters and take responsibility for outcomes. Generate original ideas and innovative project solutions through the provision of specialist know how and advice. Design, develop and test project models – with a focus on iterative enhancement and success measures.
2. Use data and emerging trends to explore and report on, growth opportunities to enhance digital user interfaces and user experience design across digital channels. Ability to work collaboratively with the Digital Innovation Team (including third parties) to clearly define digital project goals, scope and requirements, with a focus on IA, UX, visual design, development and testing (monitor A/B and multivariate tests to maximize conversion rates).
3. Conduct technical reviews and tactical growth experiments across digital projects and channels incorporating usability and accessibility considerations. Communicate with stakeholders regarding results, offer advice and guidance, and contribute to the development of re-usable strategies to drive future development.
4. Understand, apply and advise on the University’s digital (web and mobile) policies plus procedures, and state and federal legislation that impacts digital (web and mobile) channels (e.g. information privacy, accessibility).
5. Improve professional capability and expertise and maintain awareness of emerging technologies through appropriate development and/or professional activities.

**Key Selection Criteria:**

**ESSENTIAL**

1. Qualifications in IT, Marketing or Management with demonstrable experience of digital marketing principles and techniques, or an equivalent alternate combination of relevant knowledge, training and/or experience.
2. High-level oral and written communication and influencing skills and the ability to communicate technical issues and concepts effectively.
3. Advanced experienced with the use of content management systems (CMS), with strengths in the technical side of implementing complex digital initiatives and an understanding of responsive web and mobile design principles.
4. Demonstrable experience in leading and managing digital programs of work using Agile methodology. Ability to break a scope of work into smaller components and identify the dependencies between the components.
5. Experience using analytics (Google Analytics, or similar analytics tools) to track and measure the success of digital implementations.
6. Commitment to best practice, consumer trends, and the provision of quality customer service.
7. Experience with the application of usability techniques, accessibility guidelines (WCAG 2.0), and an understanding of compliance with relevant state and federal legislation.
8. Ability and willingness to experiment within new and established frameworks, and take responsibility for the delivery and communication of outcomes.
9. Demonstrated ability to set priorities and monitor workflows within areas of responsibility. Effective time management skills.
10. Proven analytical and problem solving capability.

**DESIRABLE**

1. You have created something online (outside of casual part-time/full-time employment) before.
2. Experience in the tertiary education sector, or other similar large, complex organizations.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* We are Connected:  We connect to the world outside — the students and communities we serve, both locally and globally.
* We are Innovative:  We tackle the big issues of our time to transform the lives of our students and society.
* We are Accountable:  We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.
* We Care:  We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities.

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Initials: Date: