Position Description
Digital Content Producer

Details

Area	Partnerships Portfolio
Team	Marketing / Brand and Marketing Communications
Location	Flexible, all campuses
Classification	HEW level 7
Manager Title	Manager, Research Marketing

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

Strategic Plans – Deakin 2030: Ideas to Impact

Benefits of working at Deakin

Overview

The Digital Content Producer is responsible for planning, filming, creating and editing videos, animated content, and digital assets to promote research initiatives, successes, and outcomes. This role will collaborate with our existing Brand and Identity Coordinator to expand our in-house digital content production capabilities. The responsibilities involve multiple steps, processes, and skills in graphic design, video, and animation production, ensuring high-quality and engaging content that aligns with our strategic objectives.

Reporting to the Manager, Research Marketing this role will:

·   Plan and produce high-quality videos, animations, and digital assets to effectively communicate and promote research initiatives, successes, and outcomes across various platforms.
·   Work closely with the Brand and Identity Coordinator, Research Marketing team, and other stakeholders to ensure all digital content aligns with the institution's branding and strategic objectives.
·   Lead the creative process for digital content by developing concepts, storyboards, and scripts that accurately represent research initiatives and achievements.
·   Utilise advanced video editing, animation, and graphic design skills to produce engaging multimedia content that resonates with both academic and external audiences.
·   Coordinate the production, scheduling, and timely delivery of digital content in line with campaign timelines and promotional goals, ensuring deadlines are met without compromising quality.
·   Maintain high production standards by ensuring all digital content is consistent, engaging, and optimised for various digital platforms, including social media, websites, and presentations.
·   Manage digital production equipment and software, ensuring tools are up-to-date and efficiently used to produce cutting-edge content. Provide technical guidance on digital production tools as needed.
·   Analyse the effectiveness of digital content through engagement metrics, user feedback, and performance data, providing insights and recommendations to improve future content strategies.
·   Ensure all digital content aligns not only with the University branding but also with broader research marketing strategies. This includes working with research teams to identify content opportunities that highlight key Deakin goals or milestones.
·   Regularly engage with internal stakeholders, including researchers and academic staff, to gather input and ensure content reflects the depth and significance of the research being showcased. Facilitate collaboration across departments to maximize the visibility of research outcomes.
·   Offer guidance and training to internal staff on basic digital content production tools and techniques, empowering teams to create complementary content when necessary.
·   Stay updated with emerging trends and technologies in digital media, ensuring the content produced is innovative and forward-thinking, incorporating the latest practices in video production, motion graphics, and interactive content.

Accountabilities

- Distil the core issues from complex information and draw accurate conclusions and present logical arguments that address the core issues. Condense complex information and next steps into simple concise terms that others can understand.
- Draw on a diverse range of people, groups and resources to identify new ways of doing things and use knowledge of innovation principles to analyse current processes and practices.
- Establish and demonstrate a high level of learning, energy and commitment and welcome feedback from others and use this feedback to improve learning.
- Prioritise work and critical activities, evaluate progress, identify relevant solutions and select the most appropriate from the range of alternatives. Challenge existing processes by formulating creative and inclusive alternative solutions and benefits.
- Identify situations in which change is needed and understand and communicate the reasons for the change. Implement change through appropriate channels and overcome obstacles to change.
- Give balanced, constructive feedback that takes in to account individual capability and supports team performance. Ensure team members responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported to act. Implement strategies to promote positive emotional wellbeing across the team.
- Actively seek feedback from customers regarding their satisfaction with products or services received. Respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build new relationships with key and influential individuals both within and outside the University.

Selection

- A Degree with substantial subsequent relevant experience; or
- Extensive experience and management expertise in technical or administrative fields; or
- An equivalent combination of relevant experience and/or education/training.
- Proven experience in digital media, multimedia production, graphic design, or a related field, with 3–5 years of demonstrated experience in producing high-quality digital content, including videos, animations, and graphics, preferably within a marketing or communication context.
- Advanced proficiency in video production (filming, editing, and post-production), animation, and motion graphics using tools such as Adobe Creative Suite (Premiere Pro, After Effects, Photoshop), with the ability to create engaging and visually appealing content for diverse platforms.
- Proven ability to develop creative concepts and align digital content with institutional goals and branding strategies.
- Experience in managing multiple projects simultaneously, delivering high-quality content on time, and working collaboratively with various stakeholders.
- Strong technical knowledge of digital production equipment (e.g., cameras, lighting, audio) and experience in staying updated with emerging trends and technologies in digital media to incorporate innovative practices in content creation.

· Ability to analyse digital content performance through metrics and feedback, providing insights for future improvement. Excellent communication and interpersonal skills, with the capacity to translate complex ideas into clear, engaging digital content for varied audiences.

Capabilities

· **Emotional Intelligence** manages emotions to positively influence behaviour.
· **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
· **Engages Other** establishes effective relationships to achieve shared goals.
· **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
· **Innovates** creates an environment where creativity and innovation are valued.
· **Improves Work** proactively improves the efficiency and quality of processes and systems.

Special Requirements

· This position requires the incumbent to hold a current Working with Children Check
· This position may require the incumbent to occasionally work outside business hours
· This position may require the incumbent to travel from time-to-time within Victoria

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.