WEB AND DIGITAL COORDINATOR

DEPARTMENT/UNIT	Operations & Management Services / Monash University Library
FACULTY/DIVISION	Provost and Senior Vice-President
CLASSIFICATION	HEW Level 6
DESIGNATED CAMPUS OR LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

At Monash, work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the challenges of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and diversity. When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an inclusive workplace culture for our staff regardless of ethnicity or cultural background. We have also worked to improve gender equality for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – #ChangeIt with us.

The Provost and Senior Vice-President is the Chief Academic Officer of the University and is responsible for: setting the University's academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic-related portfolios and University-wide centres and institutes; oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

Monash University Library is one of Australia's leading academic libraries. Central to our 2020-2025 strategy is the vision of being a 'global, modern, top-ranked library' where our content, collections,

facilities, services and culture represent best practice and collectively make a significant contribution to the University's reputation and impact. We support our vision with five Library Cultural Principles:

- We champion the Library's vision
- We see through the eyes of our users
- We create an environment of trust and openness
- We seek to instil an "Ancora Imparo" mindset
- We are a Professional Community

We continually evaluate what we do in relation to the University's goals and our mission is "to make it easy to access what you need". While we work to ensure that our users' experiences with the Library are productive, useful, efficient and rewarding, we aspire to delight by exceeding their expectations. For more on the work we do, please visit our website.

Monash and the University Library value staff diversity and champions inclusive practices. We are committed to equitable decision-making and apply the principles of achievement relative to opportunity in our selection processes.

The Web + Digital Coordinator works as part of the multidisciplinary **Service Design and Communications team** that supports the development of user-focused services, communications and effective engagement with our diverse Monash community. As a team, we champion user experience at every touch point and work to ensure the Library's overall contribution to the University's reputation and impact is consistent, clearly articulated and visible. We are innovators, strategic thinkers and enablers, supporting the Library – and all our staff – to achieve our strategic vision and goals.

POSITION PURPOSE

The **Web and Digital Coordinator** plays a key role in the maintenance and development of Monash University Library's Digital Presence. They provide a range of technical, analytical and content support as part of the Service Design and Communications team within the Operations and Management Services Division. With strong technical skills in web development and informed by UX and analytics, this support includes web design and development, content updates, improvements in our interface and user-focused guides, and our digital screens.

The Web and Digital Coordinator is not only technically skilled, but also experienced in coordinating complex projects and in building strong and collaborative relationships with colleagues, subject matter experts and stakeholders.

Reporting Line: The position reports to the Web Presence Lead, working under general supervision.

Supervisory Responsibilities: Not applicable

Financial Delegation: Not Applicable

Budgetary Responsibilities: Not Applicable

KEY RESPONSIBILITIES

1. Maintain and continually monitor Monash University Library's web presence, intranet and online publications using the current content management systems (Squiz Matrix, Lib-Guides) in accordance with best practice in user-focused web design, accessibility, SEO, and in compliance with brand guidelines.

2. Maintain a range of web applications such as Google Analytics, LibApps, LibCal, Calendly and the room booking system.

3. Apply quality assurance procedures to Library web pages and user interfaces (including usability, accessibility and web standards) and perform cross-browser, cross-platform and cross-device functionality testing as required.

4. Contribute to the development of the strategic direction of Monash University's Library's digital presence, implementing key strategies in collaboration with team and colleagues.

5. Create visual concepts and suggested layouts for key web pages within established templates and University brand guidelines.

6. Use analytics and other research to provide insights that inform the development of current and future web projects, in order to improve the end-to-end user experience.

7. Provide technical advice to, and work closely, with the Content and UX Specialist, Educational Designer, Service Design Coordinator and subject matter experts to deliver quality web pages and user interfaces.

8. Work closely with Library subject matter experts and teams on the on-going development of key Library pages to ensure accuracy and improved user experience

9. Commitment to continuous learning as evidenced by remaining informed of current trends and technological innovations related to digital practices.

10. Support the delivery of Library Digital Exhibitions, Digital Screens and displays, including managing and supporting technical delivery of multimedia components.

11. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - A degree in a relevant field with subsequent relevant experience; or
   - extensive experience and specialist expertise or broad knowledge in technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Strong web design skills and demonstrated experience using a content management system, preferably Squiz, including the ability to produce website concepts, manipulate images for use online and create visual elements to accompany text.

3. Sound writing and web-editing skills and experience in online publishing.

4. Strong understanding of content design principles and UX.

5. Familiarity with managing content within a complex environment, preferably in a service focused organisation.

6. Experience in initiating and contributing to the development and implementation of online communications strategies and projects, with the ability to think laterally to solve problems.

7. Excellent organisation skills and attention to detail, with a demonstrated ability to plan workloads, prioritise multiple tasks and follow through to completion.

8. Sound interpersonal and written communication skills, including the ability to accurately document set processes and procedures and collect, analyse and produce reports based on statistical data.

9. Demonstrated ability to work as an effective member of a team as well as the ability to exercise high levels of initiative, customer service and pro-activity.

10. High level computer literacy with excellent knowledge of web development and editing software, image manipulation software, CSS, HTML, JavaScript and use of Google Analytics.

11. Experience in video/multimedia editing and production, and the operation and maintenance of online booking platforms such as Calendly

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.