



# SENIOR DIGITAL EDITOR – CLIMATEWORKS AUSTRALIA

DEPARTMENT/UNIT	ClimateWorks Australia / Monash Sustainable Development Institute
FACULTY/DIVISION	Deputy Vice-Chancellor & Senior Vice-President (DVCR)
CLASSIFICATION	HEW Level 7
DESIGNATED CAMPUS OR LOCATION	Melbourne CBD

## ORGANISATIONAL CONTEXT

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Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu).

The **Deputy Vice-Chancellor (Research) and Senior Vice-President (DVCR)** is responsible for the development, implementation and continuous improvement of the University's research vision within the changing landscape of higher education, ensuring delivery of accountabilities within the context of the University's strategic plan. Reporting to the President and Vice-Chancellor and as an integral member of the University's executive team, the DVCR further advances the University's research performance, diversifies research funding, oversees research infrastructure strategy, and fosters interdisciplinary and transdisciplinary areas of excellence, collaboration and innovation within Monash and with global research partners. Further information about the University's organizational and governance and structure is available at [www.monash.edu/about/structure](http://www.monash.edu/about/structure).

As a leading interdisciplinary research and education institute, **Monash Sustainable Development Institute (MSDI)** is advancing the wellbeing of people and planet, for current and future generations. Monash University has a wealth of sustainable development expertise across its ten faculties. MSDI engages across Monash to bring together applied and transdisciplinary researchers, practitioners and students to advance systems transformation for sustainable development; and provides a platform to create change through deep collaboration, working in close partnership with government, industry and communities to amplify our impact. MSDI is also host to the Sustainable Development Solutions Network (SDSN) Australia, New Zealand and Pacific Regional Centre. We offer forward-thinking study programs and courses that enable people and organisations to engage with and respond to some of the biggest environmental, economic and social issues facing our world today. For more information, please visit [www.monash.edu/msdi](http://www.monash.edu/msdi).

**ClimateWorks Australia** bridges research and action, for system-level transitions to reach net zero emissions across Australia, Southeast Asia and the Pacific. We act as trusted advisers, influencing decision-makers with the power to reduce emissions at scale. ClimateWorks convenes and facilitates relationships with an international network of organisations that support effective policies, financing and action for emissions reductions. ClimateWorks supports decision makers with tailored information and tools, working with key stakeholders to remove obstacles and help facilitate conditions that support the transition to a prosperous, net zero emissions future. Co-founded by The Myer Foundation and Monash University in 2009, ClimateWorks is a non-profit working within the Monash Sustainable Development Institute. To learn more about this work, visit [www.climateworksaustralia.org](http://www.climateworksaustralia.org).

## POSITION PURPOSE

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The **Senior Digital Editor** works within the ClimateWorks Communications team. The role supports the organisation to achieve its impact goals by developing and implementing social media, multimedia and digital content strategies that connect audiences in Australia, Southeast Asia and the Pacific with our work.

Specifically, this role writes articles and posts, produces visualisations, and adapts existing content to meet the needs of specific audiences.

The Senior Digital Editor thinks independently to solve problems and multi-tasks in a busy work environment. They love telling stories with and about data, and thrive on collaboration with editorial, production, design and analyst colleagues. They develop new multimedia content in line with ClimateWorks' brand and editorial content standards; create digital content relevant for our website, social media and other platforms; and run our channels in a way which promotes audience interaction (including online events).

The Senior Digital Editor applies their specialist knowledge and experience to attract new audiences and regularly reports on levels of engagement. They are resilient, and excited by the idea of working in an entrepreneurial culture and on pioneer research topics in support of the climate solutions mission of the organisation.

**Reporting Line:** The position reports to the Editorial and Communications Manager under broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not Applicable

**Budgetary Responsibilities:** Not Applicable

## KEY RESPONSIBILITIES

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1. Apply expertise to prepare and implement the organisation's social media, content and digital strategy, including pro-actively identifying ad hoc digital communication opportunities
2. Write articles and posts based on our evidence, drawing from reliable and relevant data. Develop and share high-quality, content aimed at building ClimateWorks presence across all digital platforms and channels including social media, website and EDM
3. Ensure accuracy and consistent application of ClimateWorks' brand and communication guidelines, and regularly report on channel performance.
4. Work closely with analysts and other subject matter experts to write online content, produce data stories and visualisations, infographics, video and other multimedia content
5. Manage ClimateWorks websites and online community, and work closely with the Editorial and Communications Manager to create and maintain a dynamic multi-channel production environment
6. Supervise digital suppliers, freelance and casual staff to develop and deliver revised content for ClimateWorks platforms

7. Work alongside the Senior Content Editor and Senior Graphic Designer to regularly update and maintain website and organisational content in accordance with agreed standards and timeframes
8. Build and sustain effective working relationships with internal and external contacts to facilitate communication and support ClimateWorks' digital communications objectives, including increasing audience reach and engagement
9. Independently identify opportunities for improvement and contribute ideas, creative solutions and expertise within the Communications and Operations teams and broader ClimateWorks 'matrix', as well as across the University
10. As a member of the communications team, partner with teams across the organisation and contribute to communications planning. This includes skills development, communication advice, project management and other activities as required
11. Other duties as directed from time to time

## **KEY SELECTION CRITERIA**

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### **Education/Qualifications**

1. The appointee will have:
  - A degree qualification in a relevant field with extensive relevant experience; or
  - extensive experience and management expertise in social media marketing, and the coordination of online, and multimedia content; or
  - an equivalent combination of relevant experience and/or education/training.

### **Knowledge and Skills**

2. Exceptional communication skills, including the ability to lead the development of high quality online and social media content, email marketing and other multimedia and digital content for a range of audiences
3. Proven experience writing articles, translating data to support the creation of visualisations and interactives, and producing, editing and maintaining content with a high level of accuracy
4. Extensive experience in developing and implementing social media, multimedia and digital strategies and running channels in a way that grows social media presence and engagement, along with proven experience using a range of tools (such as Google Analytics) to measure and shape content
5. Proven experience in the website development and redevelopment processes, applying a best practice approach to website functionality
6. Strong knowledge of UX design and SEO principles, and how these can best be applied across all organisational digital touchpoints (including website)
7. Advanced computer literacy with the ability to use WordPress CMS to add to, edit and manage website content
8. Demonstrated ability to work as an effective member of a team as well as the ability to work with independence, judgement and initiative, including with external suppliers
9. Strong relationship building skills, including the ability to interact with a variety of stakeholders including internal technical experts and clients, and maintain discretion, including the ability to undertake consultative processes, engage with senior management, influence and negotiate with a variety of stakeholders, including internationally and interculturallly

## **OTHER JOB RELATED INFORMATION**

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- 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

## **GOVERNANCE**

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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.