

Position Description

Officer, Digital Communication



Faculty/Portfolio	Faculty of Arts and Education
School/Centre	School of Communication and Creative Arts
Basis of Employment	Fixed-term, Part-time 0.4 to December 2020
Primary Location of Work	Burwood Campus
Classification	HEW 6
Reporting Line	School Manager

ABOUT DEAKIN

Deakin University is proud to be recognised as an organisation that offers a friendly, supportive and challenging working environment. Our staff are committed to making a genuine difference to people's lives through excellence in education and research. We acknowledge the importance of providing a dynamic and diverse working environment and offer variety in day-to-day roles as well as professional development opportunities to assist staff to grow and progress their careers. Deakin University staff have the opportunity to interact with colleagues from a diverse range of cultures and professional backgrounds, all of whom share a common interest in lifelong learning.

Deakin is Australia's sixth largest university and ranks first in Victoria for both student satisfaction and graduate employment. Deakin operates five campuses; the Cloud Campus, Melbourne Burwood Campus, Geelong Warrnambool Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne's CBD, and at the Burwood, Waterfront and Warrnambool campuses, as well as offices in South Asia, China, Indonesia, Latin America, Europe, Malaysia, Vietnam, Pakistan and Singapore.

WHY WORK FOR OUR UNIVERSITY?

[School of Communication and Creative Arts](#)

[Faculty of Arts and Education](#)

[Benefits of working at Deakin](#)

[Deakin's Strategic Plan – LIVE Agenda](#)

DEAKIN'S PROMISE TO EQUITY, DIVERSITY AND INCLUSION

At Deakin we value diversity, embrace difference and nurture a connected, safe and respectful community. Deakin is an Employer of choice for Gender Equality, a proud member of the SAGE Athena SWAN program seeking gender equity for Women in STEMM, and a Gold award holder in the Australian Workplace Equality Index for LGBTI inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sex and genders.

deakin.edu.au/about-deakin/careers-at-deakin



POSITION OVERVIEW

The role will support the School with the implementation of the digital communications strategy and initiatives, including the preparation and coordination of content for various channels, by liaising with a broad range of stakeholders to enhance the School's online identity and that of the discipline groups within the School. This role will be responsible for updating and maintaining the School's digital communication platforms, including the website content and other media channels to ensure digital standards are maintained and aligned with the brand and culture of the University.

Key Relationships:

Internal	<ul style="list-style-type: none">Faculty and University Marketing, School Manager, Heads of Academic Groups, Academic Staff, Faculty Work Integrated Learning team, eSolutions.
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PRIMARY RESPONSIBILITIES

- Coordinate, develop and maintain the School's digital strategy and online content, including the School's website, blogs, podcast, videos, newsletters and social media, while ensuring content and design adheres to agreed standards, timeframes and is in line with best practice.
- Build and maintain strong working relationships with colleagues in both the School and Faculty to assist them to effectively manage School communications.
- Create and deliver regular reports of data and analytics of the digital channels for the School, including insights and recommendations.
- Collaborate with the Faculty and University digital team to create up-to-date digital content and provide effective and efficient content solutions.
- Actively contribute innovative and creative ideas to enhance the exposure and impact of School events.
- Develop and deliver communication projects, products and initiatives to promote the work, achievement and story of the School.
- Share knowledge to increase awareness of digital trends and innovations with internal stakeholders.
- Any duties as directed, commensurate with the scope and classification of the position.

ABOUT YOU

To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan, and must share the University's values.

You will be a person who is ambitious for Deakin University's success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

SELECTION CONSIDERATIONS

Qualifications and Experience:

- A tertiary degree and/or subsequent relevant experience in marketing, digital media, communications, or visual media.
- Expert knowledge of social networking channels and demonstrated experience in administering social media platforms.
- Broad experience with a range of online communication tools, such as WordPress and Hootsuite.
- Highly developed written and oral communication skills, including an eye for detail and proofreading.
- Demonstrated experience in the creation and dissemination of digital content that is accessible to a general audience.

Capabilities and Personal Attributes:

- Demonstrated creative communication skills across diverse media modes and platforms.
- Proven capability to work positively and effectively as part of a collaborative team, to accommodate and work well with different working styles and to work independently where required.
- Demonstrated ability to organise and plan, and to meet rigid and conflicting demands and deadlines, along with the ability to adapt to changed priorities.

Desirable capabilities

- Knowledge, understanding and appreciation of Aboriginal Torres Strait Islander cultures and contemporary issues

SPECIAL REQUIREMENTS

- Infrequent work outside business hours is required (*e.g. work at evening or weekend events is required*)
- Working With Children Check

DISCLAIMER

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.