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| **Position Description** |

**Senior UX Producer**

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| **Position No:** | NEW |
| **Department:** | Digital Engagement & Recruitment, Marketing & Engagement |
| **Division:**  **Campus/Location:** | Marketing and Recruitment  Melbourne (Bundoora) |
| **Classification:** | Higher Education Officer Level 7 (HEO7) |
| **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:**

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| **Senior UX Producer** |

**Position Context**

This role sits within the Digital Engagement & Recruitment team - part of Marketing and Recruitment Division - the team is responsible for digital marketing, content, creative design, plus statistical analysis and reporting.

Reporting to the Digital Innovation Advisor within the Audience and Insights team, this position is responsible for the management and development of nominated UX and conversion optimsation projects delivered via La Trobe University’s digital channels with a focus on recruitment and the organisation’s reputation.

**Key Areas of Accountability**

1. Under the guidance of the Digital Innovation Advisor, manage assigned projects and changes across the University’s digital channels to drive improve experiences and conversions, including:
   * + Development and execution of digital conversion rate optimization or personalisation tactics.
     + Management of script injection via tag management system (Adobe Launch or Google Tag Manager) to enable reporting on and optimisation of digital tactics and customer journeys.
     + Development of functional and/or visual wireframes and prototypes to support concept and usability testing, and help gather feedback to inform solution design.
     + Manage and conduct user experience, technical reviews and tactical experiments across digital projects and channels incorporating usability and accessibility considerations.
2. Implement projects across digital channels and take responsibility for outcomes. Use data to inform iterative improvements to customer experience. Generate original ideas and innovative project solutions through the provision of specialist know how and advice.
3. Managing technical aspects of web sites builds, including implementation of key landing pages.
4. Work collaboratively to clearly define digital project goals, scope and requirements, with a focus on IA, UX, visual design, development and testing. Monitor A/B/N and multivariate tests to maximize conversion rates.
5. Communicate with stakeholders regarding results, offer advice and guidance, and contribute to the development of re-usable strategies to drive future development.
6. Understand, apply and advise on the University’s digital policies, procedures and guidelines, and state and federal legislation that impacts digital channels (e.g. information privacy, accessibility).
7. Build professional capability and share expertise with team members. Maintain awareness of emerging technologies through appropriate development and/or professional activities.
8. Contribute to creative and technical planning and delivery to ensure cross-channel alignment of customer experience designs.
9. Use professional expertise to ensure that channels align with data, best practice and emerging trends.

**Key Selection Criteria:**

**ESSENTIAL**

1. Qualifications in Information Technology, Computer Science, Design, or Digital Marketing with demonstrable experience of digital marketing principles and techniques, or an equivalent alternate combination of relevant knowledge, training and/or experience.
2. Extensive experience with designing, producing, and reporting on the performance of digital experiences using a range of tools and methodologies to drive conversion rate optimization and/or personalisation tactics, including:
   * + Tracking and measuring success of digital experiences using Adobe Analytics, Adobe Launch, Adobe Target or similar.
     + A/B/N and multivariant testing and audience personalisation executions using Adobe Target or similar.
     + HTML, CSS, JavaScript, and browser dev tools, to build and debug experiences
     + Wireframing and prototyping tools like Adobe XD, Invision, or Sketch.
     + UX design processes to support the overall delivery of work
3. Extensive experience with the use of content and tag management systems, with strengths in the technical side of implementing complex digital experiences, and an understanding of responsive web and mobile design principles.
4. Excellent oral and written communication skills with the ability to communicate technical aspects, issues, and concepts effectively to stakeholders with varying levels of technical expertise.
5. Demonstrable experience in leading and managing digital programs of work utilising agile methodology in a distributed / cross-functional team environment. Ability to break a scope of work into smaller components and identify the dependencies between the components.
6. Commitment to best practice, alignment with evolving 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 enthusiasm 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 critical thinking, analytical, and problem-solving capability.

**DESIRABLE**

1. Creation of something online (outside of casual part-time/full-time employment) before.
2. Experience in the tertiary education sector, or other similar large, complex organizations.
3. Experience with Adobe Experience Cloud (Target, Audience Manager, Launch, Analytics).

# Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

* hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
* take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

# Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

# 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.

For Human Resource Use Only

Initials: Date: