

POSITION DESCRIPTION

Position Title	Content Producer		
Organisational Unit	Marketing and External Relations		
Functional Unit	Marketing and Communications		
Nominated Supervisor	National Manager, Content		
Higher Education Worker (HEW) Level	HEW Level 7	Campus/Location	North Sydney, Melbourne or Brisbane
CDF Achievement Level	1 All Staff	Work Area Position Code	10951 (vacant) and 13218
Employment Type	Full-time, Continuing	Date reviewed	14 August 2017
The position is only open to Australian Aboriginal and Torres Strait Islander applicants. ACU considers that being an Australian Aboriginal and Torres Strait Islander person is a genuine occupational requirement for this position under s 14 of the Anti-Discrimination Act 1977 (NSW), s 25 of the Anti-Discrimination Act 1991 (Qld), sub-s 26(3) or s 28 of the Equal Opportunity Act 2010 (Vic).			

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to

achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

MARKETING AND EXTERNAL RELATIONS

The Marketing and External Relations (MER) Portfolio, under the direction of the Director of MER, encompasses Marketing and Communications, Student Recruitment & External Relations, Digital Experience and Marketing Insights.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

POSITION PURPOSE

This position creates and delivers effective and compelling content, primarily written, to support ACU's strategic and operational objectives.

The Content Producer contributes to large-scale content campaigns that engages a variety of target segments, adheres to the University's brand pillars, and underpins major functions. They participate in cross-functional efforts and deliver strong marketing and service outcomes, particularly under pressure and in an environment of tight deadlines.

The position engages with, and manages the expectations of, stakeholders, across the University – including senior staff and Aboriginal and Torres Strait Islander staff – when undertaking major content projects, and undertakes delicate and culturally inclusive negotiations in the content overhaul aspect of brand implementation.

The Content Producer supports the National Manager, Content, in developing and implementing ACU's Content Strategy for the department and wider University.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Create and deliver effective, compelling, culturally inclusive and engaging content for a range of channels, which supports marketing objectives.	<ul style="list-style-type: none"> • Apply commercial acumen. • Communicate with impact. • Make informed decisions. 				
Contribute to large-scale content marketing campaigns that engage a variety of target segments and adhere to the brand pillars.	<ul style="list-style-type: none"> • Apply commercial acumen. • Communicate with impact. • Be responsible and accountable. 			✓	
Contribute to regular content meetings by presenting and discussing pitches.	<ul style="list-style-type: none"> • Apply commercial acumen. • Collaborate effectively. • Make informed decisions. 	✓			
Participate in cross-functional efforts to source stories, and maintain a strong collaborative tone.	<ul style="list-style-type: none"> • Deliver stakeholder centric service. • Collaborate effectively. • Make informed decisions. 				✓
Ensure new content produced across the University adheres to the brand pillars and verbal identity guidelines. Provide advice and feedback on content produced both within MER and externally.	<ul style="list-style-type: none"> • Deliver stakeholder centric service. • Adapt to and lead changes. • Coach and develop. 				✓
Assist in identifying appropriate content themes, inclusive of Aboriginal and Torres Strait Islander perspectives and topics while ensuring content activities are aligned with strategic direction.	<ul style="list-style-type: none"> • Apply commercial acumen. • Collaborate effectively. • Make informed decisions. 				✓
Provide support, including editing and proofreading support, to the National Manager, Content.	<ul style="list-style-type: none"> • Collaborate effectively. • Be responsible and accountable. 	✓			
Work closely with colleagues within MER and externally to ensure content produced is repurposed if possible while considering cultural protocols and used across all appropriate channels and platforms.	<ul style="list-style-type: none"> • Deliver stakeholder centric service. • Collaborate effectively. • Coach and develop. 				✓
Conduct culturally appropriate interviews with staff, students and high-profile external stakeholders, such as alumni, to produce compelling content.	<ul style="list-style-type: none"> • Apply commercial acumen. • Communicate with impact. • Make informed decisions. 				✓

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Keep up to date with content and culture trends to maximise opportunities for ACU storytelling both on and beyond existing channels.	<ul style="list-style-type: none"> Adapt to and lead changes. Coach and develop. 			✓	

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Prioritise content requests, particularly during busy periods.
- Liaise with a range of different stakeholders and juggle competing priorities across the University in the development of compelling marketing content.
- Undertake delicate negotiations with senior stakeholders in the content overhaul aspect of brand implementation.
- Create innovative content solutions to marketing challenges, working with stakeholders across the University – including faculties and senior staff – to implement, manage and report on these initiatives.

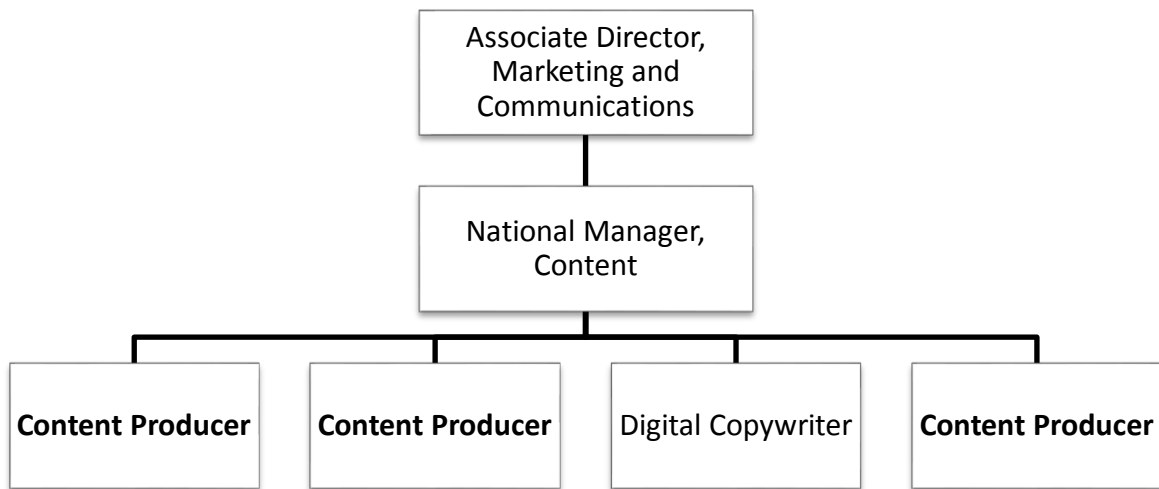
Decision Making / Authority to Act

- The position holder makes decisions regarding marketing content and defers more complex matters to the supervisor.
- The position holder creates and delivers effective, compelling and engaging content for a range of channels and stakeholders.
- The position holder gives recommendations to university staff in regards to content solutions/approaches.

Communication / Working Relationships

- The position holder liaises with internal and external stakeholders to create and deliver compelling marketing content, aligned to business objectives, across a range of channels and platforms.
- The position holder liaises with internal staff to ensure culturally inclusive marketing content is developed in line with brand pillars and verbal identity guidelines.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Identification as an Australian Aboriginal or Torres Strait Islander. Australian Catholic University considers that being of Aboriginal or Torres Strait Islander origin is a genuine occupational qualification for this role.
2.	Completion of a relevant undergraduate degree in the area of marketing, communications, journalism, or equivalent.
3.	Demonstrated experience in producing culturally effective marketing content for a range of platforms and channels.
4.	Demonstrated ability to vary tone and language messages based on medium, target audience and product.
5.	Well-developed verbal and written communications skills, with substantial editing and proofing experience.
6.	Demonstrated ability to work effectively with external agencies (eg strategy, creative, and media planning agencies)
7.	Strong organisational skills, attention to detail and the ability to prioritise multiple tasks and meet deadlines.
8.	Demonstrated ability to work independently without regular face-to-face supervision.
9.	Demonstrate a commitment to working in an environment of performance excellence, guided by ACU Service Principles .

Core Competencies (as per the [Capability Development Framework](#))

9.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
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Other attributes

10.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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