## Position Summary

The portfolio of External Engagement has been created following a Taskforce 20/21+ review of opportunities to streamline our operations across both Faculties and Divisions. The new Division covers the following activities, separate to any activities relating to future student recruitment (which is coordinated via the Division of Academic and Student Life):

* Corporate marketing and communications
* Events, venues and hospitality
* Fundraising
* Alumni engagement
* Government, community and diplomatic relations

The Communications team is responsible for harnessing communications and creative capability to help UNSW reach key audiences in a way that positions UNSW as a global leader in higher education, and meets key strategic goals.

The role of the News & Content Coordinator supports the development of multimedia content for the News & Content team.

The News & Content Coordinator reports to the News & Content Manager. This position has no direct reports.

## Accountabilities

Specific accountabilities for this role include:

* Participate fully within the News & Content Team, contributing to creating a respected and valued resource. Deliver a highly customer-focused service and demonstrate commitment to excellence and continuous improvement.
* Provide support to the News & Content Manager to deliver the agreed news and content strategies of the Division and University, across all forms of content, including video production and social media.
* Contribute to the creation, coordination and curation of all content for the team, across channels including social media. Content covers a range of formats and is targeted at various audiences to achieve specific goals.
* Draft and edit content promoting the strengths of UNSW ensuring consistency and accuracy and that work is completed in line with UNSW guidelines and standards. Champion the distilling of complex information to create engaging content that resonates with diverse audiences.
* Develop content for online engagement, collaborating with multiple stakeholders and managing execution through various digital channels including social.
* Contribute to the visual content production/editing process when necessary, including organising a photo/video shoot, and executing the shoot using low-fi technology (e.g. DSLR or mobile phone).
* Monitor and report on content metrics in order to make improvements and ensure content is being fully utilised.
* Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](https://unsw.sharepoint.com/sites/values-in-action) and the [UNSW Code of Conduct](https://www.gs.unsw.edu.au/policy/documents/codeofconduct.pdf).
* Cooperate with all health and safety policies and procedures of the University and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

* A relevant tertiary qualification and experience or an equivalent level of knowledge gained through any combination of education, training and experience.
* Proven expertise in content production and curation across most digital mediums including video and social media
* Knowledge of best practice digital content including analytics and SEO
* Experience pitching and placing stories in mainstream and specialist media
* Excellent written and verbal communication skills and the ability to manage stakeholder expectations to achieve successful outcomes.
* Impeccable attention to detail to ensure accuracy, consistency and the ability to enhance and bring content to life.
* Understanding of target audiences, with an effective writing style and ability to deliver high-impact messaging to key audiences.
* Proven success using initiative to develop, drive and share content ideas.
* Advanced level of computer literacy with excellent skills in Microsoft Office applications.
* An understanding of and commitment to UNSW’s aims, objectives and values in action, together with relevant policies and guidelines.
* Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role. This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.