

Position Description

Media & Content Manager

<i>Position Title:</i>	<i>Media & Content Manager</i>
<i>Date Written:</i>	<i>15 July 2017</i>

<i>Division:</i>	<i>External Relations</i>
<i>Unit:</i>	<i>Global Profile & Reputation</i>
<i>Position Level:</i>	<i>8</i>

ORGANISATIONAL ENVIRONMENT

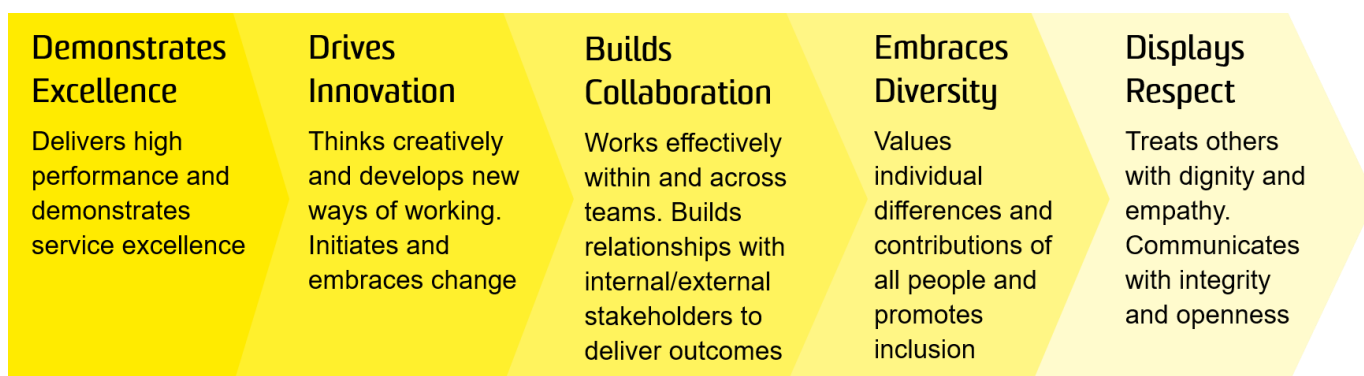
UNSW is currently implementing a ten year strategy to 2025 and our ambition for the next decade is nothing less than to establish UNSW as Australia's global university. We aspire to this in the belief that a great university, which is a global leader in discovery, innovation, impact, education and thought leadership, can make an enormous difference to the lives of people in Australia and around the world.

Following extensive consultation in 2015, we identified three strategic priority areas. Firstly, a drive for academic excellence in research and education. Universities are often classified as 'research intensive' or 'teaching intensive'. UNSW is proud to be an exemplar of both. We are amongst a limited group of universities worldwide capable of delivering research excellence alongside the highest quality education on a large scale. Secondly, a passion for social engagement, which improves lives through advancing equality, diversity, open debate and economic progress. Thirdly, a commitment to achieving global impact through sharing our capability in research and education in the highest quality partnerships with institutions in both developed and emerging societies. We regard the interplay of academic excellence, social engagement and global impact as the hallmarks of a great forward-looking 21st century university.

To achieve this ambition we are attracting the very best academic and professional staff to play leadership roles in our organisation.

UNSW BEHAVIOURS

UNSW recognises the role of employees in driving a high performance culture. The behavioural expectations for UNSW are below. Please refer to the UNSW Behavioural Indicators for the expectations of your career level 8.



OVERVIEW OF RELEVANT AREA AND POSITION SUMMARY

The Division of External Relations, led by the Vice-President (Division of External Relations), is responsible for the following areas of activity:

- Global Partnerships
- Global Profile & Reputation
- Future Student Recruitment
- Service Excellence (across these functions)

The Global Profile & Reputation Unit 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 Media & Content Manager is responsible for supporting the development of multimedia content to meet the needs of their designated area or cluster, as part of the Media & Content Team. In collaboration with the Head of Media & Content, this role will successfully deliver the media and content strategy for the University.

The Media & Content Manager reports to the Head of Media & Content, and has a different numbers of direct reports, depending on their designated area:

- Central has 1 direct report:
 - Media & Content Coordinator
- Cluster 1 has three direct reports:
 - Media & Content Coordinator (x2)
 - Media & Content Assistant (x1)
- Cluster 2 has three direct reports, and one dotted reporting line:
 - Media & Content Coordinator: Science
 - Media & Content Coordinator
 - Media & Content Assistant
 - Dotted reporting line: Senior Media & Content Lead: Engineering
- Cluster 3 has five direct reports:
 - Media & Content Coordinator (x2)
 - Media & Content Assistant (x3)

RESPONSIBILITIES

Specific responsibilities for this role:

- Manage the Media & Content team in your designated area, creating a respected and valued service. Create a highly customer-focused team, with demonstrated commitment to excellence and continuous improvement.
- Provide support for the Head of Media & Content to deliver the annual media and content workplan which supports the agreed strategy for the Division, across all forms of content. Ensure project plans are met and performance standards met, with good return on investment.
- Manage the overall planning, coordination and curation of all content. Ensure content for your area is strategic and effectively leveraged across all channels. Content covers a range of uses and audiences (media posts, web content, student publications, newsletters, presentations, signage etc).
- In your designated area, oversee the gathering, organisation and presentation of content and review final submissions, checking for relevance and quality. Draft/edit and approve all media content to ensure consistency and accuracy and that work is completed in line with UNSW guidelines and standards.
- Manage the conversion and communication of media activities into usable digital content.
- Implement the content strategy for UNSW working on a daily basis with the Corporate Communications team to execute this strategy effectively and with a strong culture of collaboration. Work with the team to manage requests from journalists for stories and information. Where agreed, manage relationships with key journalists to seed and secure coverage.

- Work closely with the Corporate Communications team to ensure brand consistency and work with technical experts to create multi-media rich stories for publication.
- Oversee the visual content production/editing process when necessary, including organising a photo/video shoot, and executing the shoot using low-fi technology where appropriate (e.g. DSLR or mobile phone).
- Conduct ongoing usability tests for your designated area to gauge content effectiveness. Analyse, monitor and report on content metrics in order to make improvements and ensure content is being fully utilised.
- Support the MIRT (Major Incident Response Team), coordinating all internal and external communications when on call (including media relations). Participate in the 24/7 roster, with evening and weekend on-call duties as part of a network of trained professionals across the Division of External Relations.¹
- Implement the UNSW Health and safety management system within your area of responsibility.

SELECTION CRITERIA

- A relevant tertiary qualification with subsequent relevant experience or an equivalent level of knowledge gained through any combination of education, training and experience.
- Proven expertise in content production and execution across all digital mediums including media, search, websites, social media and mobile.
- Good working knowledge of: content marketing techniques, Google analytics and SEO optimisation, social media platforms for relevant content development.
- Ability to manage team members, to establish priorities and coordinate competing deadlines for self and others.
- Good understanding of target audiences, with an effective writing style and understanding of high-impact messaging to key audiences.
- Impeccable attention to detail to ensure accuracy, consistency and the ability to enhance and bring media content to life.
- Ability to apply judgement, creativity and flexibility to generate new and innovative ideas and approaches and to solve problems. Proven success using your initiative to develop, drive and share content ideas.
- Demonstrated experience to working with a variety of internal stakeholders and the ability to manage expectations.
- Ability and capacity to implement required UNSW health and safety policies and procedures.

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.

¹ It is anticipated this will involve additional 'on-call' evening and weekend responsibilities, 1 week in every 8. This carries an additional on-call allowance.