

# Position Description

## *Digital Content Writer*



### Details

Faculty or Portfolio	Partnerships
Division or School or Institute / Team	Marketing and Recruitment
Employment	Full-Time and Fixed-Term
Location	Flexible, Hybrid
Classification	HEW 6
Manager	Web Content Manager

### Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

At Deakin we value diversity, embrace difference and nurture an inclusive, safe and respectful community. Deakin is an Employer of Choice for Gender Equality, a SAGE Athena SWAN Bronze Award holder, seeking gender equity for Women in STEMM, and a Silver Award holder in the Australian Workplace Equality Index for LGBTQ inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sexualities and genders.

[Strategic Plan – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

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## *Digital Content Writer*



### Overview

The Digital Content Writer creates content primarily for the Deakin University's public website as well as for a range of marketing campaigns across owned and paid marketing channels. The role is responsible for creating compelling, insightful and accurate new content and transforming current copy into well-crafted, web-ready content, ensuring all content is on-brand and consistent in terms of style, quality, tone of voice and visual representation. In doing so, the Digital Content Writer works collaboratively with the Web channel team and broader Marketing & Recruitment Division, as well as Deakin's distributed stakeholder community, to produce premium, highly targeted, cross-channel content, which is strategically aligned with brand & campaign values and is written with user experience, multichannel, SEO/SEM and personalisation in mind. The role also contributes to maintaining an editorial governance framework for the publication and ongoing management of content, including CMS workflow processes for requesting, creating, editing, publishing and retiring content.

This role is part of the Web Channel team in the Marketing & Recruitment division, which is responsible for leading the delivery of digital marketing initiatives that contribute to the effective recruitment of prospective students and provides best-practice advice on meeting the digital marketing objectives of the university.

### Accountabilities

- Develop cross-channel communications, content plans and initiatives, led by audience insights and aligned to marketing objectives, to deliver consistency and cut-through with attainable audience
- Develop creative, persuasive copy and content for Deakin University website, ensuring content is on-brand and consistent in terms of style, quality and tone-of-voice and visual representation
- Research, write, edit and review web content, ensuring information conveyed is accurate, up-to-date and consistent in terms of style, quality, tone-of-voice and visual representation.
- Draw on a diverse range of people, groups and resources to identify new or improved opportunities, processes and ways of doing things to enhance organisational strategy
- Investigate and probe for the facts and identify relevant solutions and selects the most appropriate from the range of alternatives
- Seek feedback from clients regarding their satisfaction and perspective with products or services received, respond to feedback with openness and transparency and seek to identify ways to serve the customer better
- Provide ethical advice to clients that address underlying issues, promoting value-adding insights and recommendations
- Build new and productive relationships with a diverse range of potential students, stakeholders or key and influential individuals both inside and outside the University
- Develop and implement practical, accessible solutions based on stakeholder needs
- Strive for excellence and regularly consult with clients to clarify who requires the information, the purpose for which it is required, criteria for success and where and when advice and recommendation is required
- Communicate with confidence using examples and the most appropriate influencing technique for a given situation to increase understanding and support

### Relationships

**Internal relationships:** Marketing & Recruitment team, Faculty Marketing Managers, Deakin International, Deakin Research, Student Services, Faculty Academic Services, VC's Communications team, Digital Services and academic staff

**External relationships:** External developer, freelance photographers and writers, communications specialist agency

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### Selection

#### *Qualifications and experience*

- A Degree in a relevant discipline, with at least 4 years subsequent relevant experience; or an equivalent combination of relevant experience and/or education/training
- Sound understanding of web content, including accessibility, usability, information architecture and writing for the web.
- Ability to craft effective advertising messages for a variety of media, including social, display and out of home advertising.
- Understanding of interface and responsive design, user experience design processes and principles.
- Experience working with content management systems
- Working knowledge and experience in SEO
- Experience in ensuring best-practice channel specific creative application
- Experience in producing content projects
- Experience in utilising style guides, including Tone of Voice, Copy, Audio, Visual and Video

### Capabilities

- **Creating and Innovating:** Explores concepts and insights generates new ideas and a range of innovative solution
- **Planning and Organising:** Plans, analyses, and co-ordinates the delivery of projects while balancing priorities and resources
- **Analysis and Problem Solving:** Sources relevant information; identifies problems, and offers sustainable, practical solutions
- **Digital Literacy:** Interprets and distils information; produces clear communications through a variety of digital platforms
- **Consulting and Advice:** Provides expert and valued advice; supports the achievement of outcomes for stakeholders
- **Communicating with Influence:** Engages and energises others through clear and persuasive communication

### Special Requirements

- Working with Children Check

### Note

The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.