Position Description
Digital Producer (Web Research Ecosystem Project)

Details

Area	Partnerships Portfolio
Team	Web Channel Marketing
Employment	Fixed-Term, Full -Time
Location	Flexible, all campuses
Classification	HEW level 7
Manager Title	Project 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.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

Strategic Plans – Deakin 2030: Ideas to Impact

Benefits of working at Deakin

Overview

As Deakin University improves its research excellence, there is a focus on enhancing the research section of the Deakin website and expanding visibility across various external web platforms, primarily WordPress sites that represent the university's diverse research entities.

In this role, the Digital Producer will be at the forefront of leading the development, maintenance, and support of digital solutions and assets, to amplify the digital representation of Deakin's research initiatives. The role is crucial for optimising user experience across digital channels and systems, thus aligning with Deakin University's strategic aspirations to showcase its research capabilities.

The role collaborates with stakeholders across the university and within the Marketing Division, to lead the planning, production, optimisation and reporting of the end-to-end project to deliver sustainable outcomes, value within constraints of time, cost and quality.

Reporting to the Project Manager, this role is responsible to:

· Lead the enhancement and support of Deakin's research-focused digital platforms, ensuring they meet strategic objectives and user engagement goals.
· Manage the Web Research Ecosystem project lifecycle from planning to delivery, ensuring value is delivered within time and budget constraints.
· Work closely with research departments to tailor digital solutions to their needs and develop content strategies to effectively share research information.
· Simplify complex information into clear, actionable insights and coordinate with various teams to boost the research presence online.
· Conduct workshops to identify digital requirements that showcase research highlights and implement SEO and other strategies to improve online discoverability.
· Analyse user engagement to inform improvements and ensure research content complies with university standards.
· Build relationships across the university and with external partners to facilitate project execution and innovation in digital research dissemination.
· Seek continuous improvement and feedback to better support the research community's digital experience.

Accountabilities

- Ensure people responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported. Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance. Implement strategies to promote positive emotional wellbeing across the team and regularly reflect on own behaviour.
- Plan and oversee project/activities to deliver sustainable outcomes and value within constraints of time, cost and quality. Understand and integrate perspectives held within different areas of the University and put plans in place to build collaboration, mutually beneficial ethical alliances and develop common goals.
- Bring a strong customer mindset. Strive for excellence and consult regularly with staff/students/stakeholders 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. Respond to feedback from stakeholders regarding their satisfaction and perspective with services received with openness and transparency.
- Provide ethical advice to staff/students/stakeholders that address underlying issues, promoting value-adding insights and recommendations. Develop and implement practical, accessible solutions based on stakeholder needs and a customer first mindset.
- Challenge existing processes by formulating creative and inclusive alternative solutions and benefits. Promote solutions to modernise work practices and ensure alignment with Deakin's strategic direction.
- Plan and prioritises work and critical activities appropriately and recognise barriers to achieving outcomes, finds effective ways to deal with them and evaluate progress. Seek to continuously improve and apply critical learnings from projects and initiatives across the University.
- Build new and productive relationships with a diverse range of potential students, stakeholders or key and influential individuals.
- Establish and demonstrate a high level of learning, energy and commitment. Maintain personal integrity and make decisions consistent with university values.

Selection

- A Degree with subsequent relevant experience; or
- Extensive experience and specialist knowledge or broad knowledge in technical or administrative fields
- Demonstrated experience successfully leading web development projects (Agile and Waterfall methodologies) in large or complex organisations.
- Knowledge of the digital media landscape including relationships and dependencies between digital marketing channels
- Experience in the application of digital technologies in a marketing environment and digital marketing campaigns, including Salesforce CRM and Marketo
- Exceptional understanding of website design, UI design principles, and information architecture, usability testing, split testing, web analytics and SEO, with experience using platforms such as Adobe Analytics, BrightEdge and SiteImprove or Google Search Console and Google Analytics.

Capabilities

- **Communicates** engages others through persuasive and influential communication.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Plans work** plans the delivery of work while balancing priorities and resources.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Strategic Analysis** uses cross-disciplinary knowledge, intelligence and insights to inform future direction.
- **Navigates Complexity** makes sense of complex issues and responds insightfully.

Special Requirements

- Working with Children Check (refer to Recruitment Procedure)
- National Police Record Check (refer to Recruitment Procedure)

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.