

Position Description

Senior Content Officer

Position No:	50019125
Business Unit:	Deputy Vice Chancellor (Global and Regional)
Division:	Marketing and Recruitment
Department:	Digital Services
Classification Level:	HE06
Employment Type:	Full-Time, Continuing
Campus Location:	Melbourne (Bundoora) campus
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context

The Global and Regional Division leads the University's commitments to its markets and its communities and carries oversight of the University's strategic intent to connect both globally and locally to attract students and partners from across the world, and closer to home.

The Senior Content Officer is responsible for producing written content and implementing content strategies across web, SEO, email, print and digital advertising that aligns to the organisation's marketing objectives and upholds the La Trobe University brand.

Reporting to the Content Manager, the Senior Content Officer works within the cross-functional Postgraduate and Short Courses Marketing squad to provide high-quality content expertise and ensures all written content supports overall recruitment goals and audience needs.

This role follows hybrid ways of working, with a blend of office (on-campus) and work from home days.

Duties at this level will include:

- Work at this level may require the ability to investigate, interpret or evaluate information where considerable interpretation of existing regulations, policies or procedures is required.
- Performs tasks/assignments which require proficiency in the work area's existing rules, regulations, processes and techniques and how they interact with other related functions, and adapts those procedures and techniques as required to achieve objectives without impacting on other areas.
- Advises on the analysis and interpretation of data, identify trends and test solutions, sources additional related information where appropriate, and reports on progress, to support the resolution of issues/problems.
- Generates original ideas and innovative solutions through the provision of specialist know how and content strategy advice as appropriate.
- Sets priorities and monitors work flows and systems within an area of responsibility (i.e., for own position and for a team or section if applicable).

Key accountabilities:

- Create, edit and optimise written content across print and digital channels that meets organisational goals and aligns with digital and SEO best practice.
- Provide high-quality content advice and editing services to support various functions of the university as required.
- Create, coordinate and implement content strategies that support overall marketing objectives across paid and owned digital channels.
- Acts as the first point of contact to work with various creative and digital departments (such as design, video production etc.) to brief in all content requirements and oversee the content production process to meet strict deadlines.
- Proactively engages and works with subject-matter experts and various areas of the university to deliver on content requests and provide solutions to queries.
- Collaborate on the delivery of resources, support documents, editorial guidelines and materials to support La Trobe staff and uphold the La Trobe University brand.
- Work within the Agile methodology to participate in special projects and squads within the scope of the position as required by the Content Manager.

Key selection criteria

- Proven experience in writing, editing, optimising and repurposing digital and print content to specifically suit traditional and digital channels (digital advertising, web, social media, video and print).
- Demonstrated ability to research and source content from multiple sources and translate complex materials into plain English that is adapted for audience needs and adheres to web usability, accessibility and SEO principles.
- Experience in stakeholder management, liaison and engagement, including providing constructive advice to stakeholders and maintaining professional relationships.
- Demonstrated ability to set priorities and monitor workflows within own area of responsibility.
- High level oral and written communication skills. Demonstrated ability to provide editorial assistance and support resources.
- High degree of computer literacy, including familiarity with Microsoft programs, Adobe programs and content management systems.
- Demonstrated ability to work independently and as part of a multi-disciplinary team including the ability to manage competing priorities, effectively prioritise work and achieve quality outcomes.

Desirable

- Tertiary qualifications in communications, marketing, media, professional writing, journalism or another related field is highly desirable.
- Experience in a similar role within the University Sector or related area is highly desirable.
- Knowledge of Agile methodology is highly desirable.

Capabilities required to be successful in the position

- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.
- Excellent interpersonal and problem-solving skills, especially the capacity to work collaboratively and cooperatively in small teams.
- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.
- Ability to build a culture of continuous improvement, implementing ideas generated by team members.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

*We strive for excellence in everything we do.
We hold each other and ourselves to
account, and work to the highest standard.*



We are connected

*We connect to the world outside – the
students and communities we serve, both
locally and globally*



We are innovative

*We tackle the big issues of our time to
transform the lives of our students and
society.*



We care

*We care about what we do and why we do it.
We believe in the power of education and
research to transform lives and global
society. We care about being the difference
in the lives of our students and communities*

For Human Resource Use Only

Initials:

Date: