



# SENIOR DIGITAL OFFICER

**DEPARTMENT/UNIT**

ClimateWorks Australia/Monash Sustainable Development Institute

**FACULTY/DIVISION**

Office of the Provost and Senior Vice-President

**CLASSIFICATION**

HEW Level 7

**WORK LOCATION**

Melbourne CBD, Level 16, 41 Exhibition St

## ORGANISATIONAL CONTEXT

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Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu).

**Monash Sustainable Development Institute (MSDI)** aims to improve the understanding and the interplay between society and the environment, to generate the knowledge needed to solve related complex, interdisciplinary problems, and to develop policy, management and technology options. MSDI is committed to delivering solutions to key sustainability challenges through promoting and facilitating research, embedding sustainability into education programs and partnering with government agencies, industry, philanthropic organisations and other universities to continue to conduct and produce research and education that leads to meaningful impacts for a more sustainable Australia.

**ClimateWorks Australia** is an independent, research-based, non-profit organisation committed to catalysing reductions in greenhouse gas emissions in Australia. Since its establishment in 2009 by the Myer Foundation and Monash University, ClimateWorks has built a reputation as a trusted, credible and fact-based broker by working in partnership with leaders from the private, public and non-profit sectors. ClimateWorks' projects combine robust analysis and research with clear and targeted engagement that have a demonstrated impact at a local, national and international level. ClimateWorks' goal is to help achieve net zero emissions for Australia and Asia Pacific, through two main lines of activity: Research focused projects that identify gaps and opportunities for achieving a zero-carbon economy; and action focused projects to catalyse action through engagement with key industry and government stakeholders.

## POSITION PURPOSE

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The Senior Digital Officer works in the Communications division (part of the Operations team) and supports ClimateWorks Australia in achieving its 'impact goals' by developing and implementing social media / digital strategies to maximise the impact of our work. This includes adapting existing content and developing new content in line with ClimateWorks' content standards, updating website content and

managing the creation and distribution of our quarterly e-newsletter. The Senior Digital Officer thinks independently to solve problems and multi-tasks in a busy work environment, regularly working alongside the Digital Designer and Social Media Specialist as well as with internal staff across other teams. Initially, the Senior Digital Officer will also apply their specialist knowledge and experience to manage the development and relaunch of a new website, supervising the delivery of project objectives and regularly consulting / reporting on project progress to the Communication and Brand Manager. As part of this project, the Officer will consult extensively with other internal stakeholders to inform architecture and UX design as well as training in content management.

**Reporting Line:** The position reports to the Communication and Brand Manager under broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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1. Apply expertise to prepare and implement the organisation's social media and digital strategy, including pro-actively identifying ad hoc digital communication opportunities
2. Develop and share high-quality, non-technical content aimed at building ClimateWorks profile across all digital platforms including social media, website and email marketing. This includes ensuring accuracy and consistent application of ClimateWorks Australia brand and communication guidelines across all outputs
3. Author and regularly report social media and website metrics
4. Manage the redesign and relaunch of a new ClimateWorks website by driving project progress from ClimateWorks' end, acting as key point of contact with external supplier and internal stakeholders, including organising approvals and supplying resources needed to build new site
5. Supervise a contracted role to develop and deliver revised content for the new site
6. Work alongside Digital Designer and Social Media Specialist to regularly update and maintain website content in accordance with agreed standards and timeframes
7. Build and sustain effective working relationships with internal and external contacts to facilitate communication and support ClimateWorks' digital communications objectives
8. Independently identify opportunities for improvement and contribute ideas, creative solutions and expertise within the Communications and Operations teams as well as across the broader organisation
9. Provide support to the Communication and Brand Manager by delivering on ad hoc communications tasks

## KEY SELECTION CRITERIA

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### Education/Qualifications

1. The appointee will have:
  - A degree in a relevant discipline with substantial subsequent relevant experience; or
  - extensive experience and management expertise in social media marketing and web content management; or
  - an equivalent combination of relevant experience and/or education/training

## **Knowledge and Skills**

2. Exceptional communication skills, including the ability to lead the development of high quality online and social media content, email marketing and other digital content for a range of audiences
3. Proven experience editing and proofing content with a high level of accuracy
4. Extensive experience in developing and implementing social media strategies to grow social media presence and engagement, along with proven experience using Google Analytics to measure and shape content
5. Proven experience in the website redevelopment process, applying a best practice approach to website functionality
6. Strong knowledge of UX design and SEO principles, and how these can best be applied across all organisational digital touchpoints (including website)
7. Advanced computer literacy with the ability to use WordPress / Drupal software, to add to, edit and manage website content
8. Specialist experience using content management systems within a complex, enterprise-wide database
9. Demonstrated ability to work as an effective member of a team as well as the ability to work with independence, judgement and initiative
10. Strong relationship building skills, including the ability to interact with a variety of stakeholders including internal technical experts and clients, and maintain discretion

## **OTHER JOB RELATED INFORMATION**

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- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.