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POSITION DESCRIPTION

Communications Content and Media Officer

Faculty/Division	UNSW Canberra
Classification Level	Professional 6/7 broadband
Hours & Span (Category)	O - UNSW Canberra all staff
Position number	00201928
Shiftwork status	NOT SHIFTWORKER
Allowances	N/A
On call arrangements	N/A
Original document creation	24 June 2024

Position Summary

The mission of the UNSW Institute for Cyber Security (IFCyber) is to spearhead transdisciplinary research that addresses complex cyber security problems and to deliver solutions with tangible real-world impact. To support this mission UNSW is seeking a Communications and Media Content Officer. This is a new position in the Canberra faculty and while it will be based in Canberra it also spans the UNSW Sydney campuses.

The Communications and Media Content Officer will develop and implement an IFCyber communications and media strategy to promote the profile of the Institute and deliver impact to a range of stakeholders. This will involve the creation and delivery of collateral for external audiences across numerous channels including print, radio and TV as well as digital channels including online news and social media. The Communications and Media Content Officer will design and create new formats of outputs for translating and communicating research, creating graphics and identifying images to accompany and enhance the communication of outputs.

The role will report to the Director of the Institute for Cyber Security.

Accountabilities

Specific accountabilities for this role include:

At Level 6

- Develop and implement an IFCyber communications and media strategy.
- Translate research through design to create and deliver high quality and engaging content to support the social, website, multimedia, print publication, research and communications needs of IFCyber.

- Initiate, develop and produce content for online engagement, collaborating with multiple stakeholders and managing execution through various digital channels.

- Find, initiate and drive story ideas from concept to final product.

- Draft and edit media content promoting the strengths of IFCyber, with all work being completed in line with UNSW guidelines and standards.

- Be a key point of contact for media enquiries, arrange interviews and build strong relationships with journalists to promote IFCyber's brand.

- Support the visual content production/editing process when necessary, including organising photo/video shoots, and executing the shoots using low-fi technology (e.g. digital camera or mobile phone).

- Monitor and report on content metrics and support process improvement to ensure content is being fully utilised.

- Act as a brand advocate and drive positive brand positioning through all external communication.

- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct.](#)

- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

At Level 7 (In addition to level 6 duties)

- Create and deliver high quality creative and engaging content and co-ordinate regular reviews of delivered content to ensure content alignment with business and strategic outcomes.

- Coordinate and curate all content covering a range of uses and audiences (media posts, web content, newsletters, presentations etc).

- Drive content gathering and organisation, and ensure all content is delivered in a presentable and coordinated manner.

- Establish and build key relationships with local, international and national media organisations to promote IFCyber's brand.

- Ensure content compliance in line with UNSW guidelines and standards.

- Monitor, report on, and analyse content metrics, proposing new responses or solutions to ensure content is being fully utilised.

- Provide leadership, guidance and mentoring support to any junior staff within the team.

Skills and Experience

At Level 6

- A degree in a relevant media discipline (such as design, media, illustration, animation etc) and subsequent experience, or an equivalent level of knowledge gained through any combination of education, training, and experience.

- Demonstrated experience in content production and curation across most digital mediums including print, digital, social media and websites.

- Ability to work with existing Indesign templates, modifying where necessary, to create easy to read outputs based on research from a variety of disciplinary backgrounds.

- Knowledge of social media platforms for relevant content development.

- Excellent written and verbal communication skills and with the ability to manage stakeholder expectations to achieve successful outcomes.

- High level attention to detail to ensure accuracy, consistency and the ability to enhance and bring media content to life.

- Understanding of target audiences, with an effective writing style and ability to deliver high-impact messaging to key audiences.

- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.

At Level 7, in addition to the above:

- Proven expertise in content production and curation across most digital mediums including media, websites, social media and mobile.

- An in-depth knowledge of and demonstrated experience in using social media platforms for relevant content development.

- Proven ability to understand and translate business requirements into effective content creation and the ability to align digital opportunities with business needs.

- Demonstrated experience delivering high-impact messaging to key audiences, and proven success developing, driving and sharing content ideas.

Progression criteria

Progression to a higher level within a broadbanded position is not automatic and requires support of the supervisor and approval by Senior Management.

The following is required before progression can be approved:

- The incumbent will be expected to have reached the top step of Level 6 prior to progression to Level 7.
- The incumbent will be expected to have been at the top step of Level 6 for 12 months prior to progression to Level 7.
- Criteria for progression to Level 7 will be based on satisfactory performance of all responsibilities and behaviours at Level 6, and a demonstrated capacity and ability to take on the responsibilities and behaviours of the position at Level 7.

- Work at Level 7 is available and required by the work unit on an ongoing basis.

Pre-employment checks required for this position

- Verification of qualifications
- Criminal History Check
- Identification Check
- Australian Work Rights Check

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.