

Position Description

Social and Digital Media Coordinator

Position No: 50120369

Department:

School: La Trobe Business School

Campus/Location: Bundoora (Melbourne)

Classification: Higher Education Officer Level 6 (HEO6)

Employment Type: Fixed Term 0.40 FTE

Position Supervisor: School Manager, La Trobe Business
Number: School 50035006

Other Benefits: <http://www.latrobe.edu.au/jobs/working/benefits>

Further information about:

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

For enquiries only contact:

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Social and Digital Media Coordinator

Position Context

The College of Arts, Social Sciences and Commerce comprises 4 Schools of 12 Departments across La Trobe's multi-campus operations. The College offers a range of general and specialist undergraduate and postgraduate courses that are rigorous and attuned to meeting the needs of students in ensuring their readiness to work in changing environments. Our courses are appropriately linked to emerging trends and critical global issues. The College research achievements have an outstanding reputation for their innovation and contribution to society and are at the forefront of building strong relationships with industry partners.

This role will support the La Trobe Business School in the College of Arts, Social Sciences and Commerce.

The Social and Digital Media Coordinator is responsible for the creation of high quality, succinct written content for digital channels, tailored to meet the information needs of specific audiences both internally and externally, and will possess attributes including:

- excellent written and verbal communication skills
- significant experience in writing, editing and producing multimedia web and social media content, as well as repurposing existing content to specifically suit digital channels
- a creative mind/capable of devising creative approaches to problem solving
- ability to liaise with key stakeholders at all levels/effective consultation skills
- experience in publishing digital content using a CMS and other digital publishing systems
- ability to work within tight time frames

The role will contribute to a range of projects supporting student recruitment and reputation management and will research / source content from multiple sources and translate facts into compelling text.

Accountabilities

- Establish and maintain social media accounts for the LBS
- Advise the LBS on appropriate social and digital media platforms to meet their engagement needs.
- Coordinate internal communications to facilitate the promotion of School activities.
- Plan, aggregate and edit written communication intended for distribution via web and digital channels that is useful, usable and accessible.
- Create written content for web and digital channels, that:
 - aligns with core principles of writing for the web (e.g. being concise, well-structured and accessible, using plain English)
 - is optimized for readability / scanability
 - supports search engine optimization (SEO) principles

- tailors content to suit the delivery channel and meet the information needs of specific audiences.
- Provide an editorial service for key audience websites, including:
 - effective liaison with clients, and management of records for each project (e.g. creation and maintenance of content briefs)
 - provision of advice, guidance and support to University staff in accordance with La Trobe standards and guidelines
 - managing deadlines and work on multiple simultaneous projects
 - editing efficiently for quick turnaround projects.
- Collaborate on the delivery of training, resource material and support to La Trobe staff with the goal of ensuring high-quality written content is implemented across web and social channels.
- Research content, facts and other resources as the basis of developing web content.
- Contribute to the development of internal standards, guidelines, checklists and support documents, for example a web content style guide.
- Analyse platform data and provide regular reports to Schools on effectiveness of social media platforms in use.
- Generate original ideas and innovative solutions through the provision of specialist know how and advice as appropriate.
- Identify additional requirements or shortfalls and coordinates and/or designs the delivery of innovative solutions to maximise quality, efficiency and continuity.
- Ensure a professional and quality standards are maintained and applied within own area of activity.
- Apply appropriate expertise and use judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
- Sets priorities and monitors work flows and systems within an area of responsibility (ie, for own position and for a team or section if applicable).
- Innovate within own function and takes responsibility for outcomes, including the development of section procedures and management strategies.
- Project manage activities to facilitate major service/operational changes in their area of activity.
- Undertake special projects or other duties within the designated function of the position as requested by the School Manager.

Key Selection Criteria

- Tertiary qualifications in communications, professional writing, electronic publishing or another related field and/or knowledge, training and experience appropriate to the provision of online content services.

- Demonstrated expertise in creating and editing content for web and digital channels, that adheres to usability and accessibility principals.
- Excellent proof reading skills and attention to detail.
- High level oral and written communication skills. Demonstrated ability to provide editorial assistance and support resources.
- Experience in stakeholder management, liaison and engagement, including the provision of advice, planning of content requirements, and shepherding of content through the development process.
- 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.
- Experience with use of Web Content Management Systems.
- Demonstrated research and analytical skills including the ability to translate complex information into plain English.
- High level organisational skills with the ability to set priorities, meet deadlines, initiate and follow-up actions, all with minimal or no supervision.

Key Selection Criteria (Desirable)

- Familiarity with Web 2.0 concepts and technologies, experience in copywriting, with managing online content using a Content Management system.

Other Relevant 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.

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.

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- 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 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 **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.