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| **Position Description** |

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| **Senior International Content Coordinator** |
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| **Position No:** | NEW |
| **Department:** | Media and Communications, Marketing and Recruitment |
| **Campus/Location:** | Melbourne (Bundoora)  |
| **Classification:** | Higher Education Officer Level 8 (HE08) |
| **Employment Type:****Direct reports:** | Continuing, full time1 (HE06) |
| **Position Supervisor:** **Number:** | Senior Content Manager 50025227 |
| **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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| **Position Description** |

**Senior International Content Coordinator**

**Position description**

The Senior International Content Coordinator leads the development of high-quality multichannel and multimedia digital and print content for recruitment projects aimed at La Trobe’s international audiences.

The role is accountable for tailoring content to offshore and onshore audience needs as outlined in La Trobe’s International content strategy. The Senior International Content Coordinator creates and commissions content that drives customer growth, engagement and recruitment across all available channels (including social media, print, student communications, the La Trobe website, content hubs, microsites, EDMs and blogs). The role will also have accountability for one direct report, who will help to implement the international content strategy.

Reporting to the Senior Content Manager, the Senior International Content Coordinator role is part of a dynamic and versatile Content Marketing team situated within Marketing and Recruitment. The role also has close working relationships with Marketing and Recruitment’s International Marketing Partner and the Director of Channel Development and Partnerships. As such, the Senior International Content Coordinator works across the university, not only with marketing staff but also with colleagues in La Trobe International and key academic stakeholders within La Trobe’s colleges.

**Accountabilities**

*Strategy:*

* International content strategy development and execution across multiple and diverse touchpoints, including analysis and performance review of content types.
* Planning, developing and reviewing content (video, infographics, nurture and admissions comms) for international audiences on web, digital, print and other channels.
* Development and maintenance of content plans, persona development and content audits.

*Management:*

* Managing one direct report, including allocating responsibilities, setting priorities and reviewing performance.
* Contributes to planning and budgetary statements and delivery of service resources within budgetary constraints.

*Project management:*

* Managing timelines and approvals of content-related projects from start to completion.
* Managing and escalating risks and issues.
* Managing stakeholder input (from academic, creative and business areas).
* Providing post-implementation reports on project performance.

*Editorial*:

* Commissioning, creating and reviewing international recruitment content.
* Advice, guidance and support regarding international recruitment content.
* Oversight of editorial, legal and business approvals for international recruitment content.

*Other:*

* Undertake special projects or other duties as requested by the Senior Content Manager.

**Key Selection Criteria**

**Essential**

1. A tertiary qualification in communications, marketing, professional writing, publishing or another related field, or equivalent professional experience.
2. A creative and adaptable mindset, including the ability to analyse, problem solve and devise innovative content solutions across a range of channels.
3. Experience in leading and managing a small, agile team.
4. Expertise in creating, editing and reviewing multimedia content for multiple audiences and channels, including the ability to translate complex information into plain English.
5. Experience in developing multichannel content strategies, including auditing, user research and execution.
6. Demonstrated management skill with experience in managing and leading staff to promote a cohesive and effective workflow.
7. An understanding of the needs of international prospective student audiences.
8. Excellent proofreading skills and attention to detail.
9. A proven track record in digital content production.
10. High-level oral and written communication skills and cross-cultural understanding of audience needs.
11. Experience in stakeholder management, liaison and engagement, including working with external contractors and agencies.
12. Experience in working independently as well as part of a high-functioning, multi-disciplinary team (including cross-functional teams). Demonstrated expertise includes: managing competing priorities, effectively prioritising work and achieving quality outcomes.
13. Demonstrated research and analytical skills.

**Desirable**

1. Experience producing video content.
2. Experience working with international audiences.
3. Experience with Content Management Systems.
4. Experience in SEO implementation.
5. Experience in Agile project management.

**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.

For Human Resource Use Only

Initials: Date: