Position description

Federation UNIVERSITY·AUSTRALIA

Position title:	Content Strategist
School/Directorate/VCO:	Corporate Communications and Public Relations
Campus:	Mt Helen Campus. Travel between campuses will be required.
Classification:	Within the HEW Level 8 range
Employment mode:	Fixed-term appointment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Time fraction:	Full-time
Recruitment number:	849172
Further information from:	Ms Kara Douglas, Director, Corporate Communications and Public Relations Telephone: (03) 5327 6124 E-mail: k.douglas@federation.edu.au
Position description approved by:	Ms Kara Douglas, Director, Corporate Communications and Public Relations

This position description is agreed to by:

_____   _____   _____

Employee name   Signature   Date

The University reserves the right to invite applications and to make no appointment.

Position description

![Federation University Australia logo]

Position summary

The Content Strategist will be expected to take a leading role in the redesign of the Federation University Australia's website, including everything from information architecture, metadata frameworks and taxonomies to creating, reviewing and editing content.

The project is part of a move to centralise management of the University's website within a newly established Corporate Communications team. Supported by a project manager, the role will take the lead and work closely with a dedicated project team of developers, web publishers, graphic designers and communications professionals to deliver the project.

Travel between Victorian campuses will be required.

Key responsibilities

1. Develop a content strategy to redesign the Federation University Australia website based on the business objectives and stakeholder needs.

2. Collaborate with internal stakeholder teams to define and develop the creative vision and strategy, content requirements, creation of content strategy deliverables, including conducting content audits (qualitative analyses of all website content) and gap analysis.

3. Take a leading role in developing style guides, taxonomies, information architecture, metadata frameworks and content migration plans.

4. Coordinate technical integration of content and work with designers in the creation of visual comps and other deliverables and review creative with an eye toward content communication.

5. Create, review and edit copy to ensure the University's website content is of a consistent and high-quality and engages audiences.

6. Lead and coordinate the website redevelopment project and provide level-of-effort and time estimates for project deliverables to meet key project milestones.

7. Contribute to further initiatives designed to develop and enhance interactive tools on the Federation University website, including identifying and evaluating websites and microsites for migration and integration.

8. Contribute to internal presentations to create buy-in for recommended strategies and solutions and receive client feedback, evaluate and recommend refinements and help resolve issues.

9. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: https://federation.edu.au/about-us/our-university/strategic-plan.

10. Undertake the responsibilities of the position adhering to:

    - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;

    - Equal Opportunity and anti-discrimination legislation and requirements;

    - the requirements for the inclusion of people with disabilities in work and study;

    - Occupational Health and Safety (OH&S) legislation and requirements; and

    - Public Records Office of Victoria (PROV) legislation.

Position description

![Federation University Australia logo]

Level of supervision and responsibility

The position will lead the redesign of the University's website, working closely with the Director Corporate Communications and Public Relations to centralise management of the University's website within a newly established Corporate Communications and Public Relations team.

Supported by a Project Manager, the role will take the lead and work closely with a dedicated project team of developers, web publishers, graphic designers, communications professionals and other internal stakeholders to deliver the project.

The Content Strategist is required to take a lead role in developing style guides, taxonomies, information architecture, metadata frameworks and content migration plans.

Training and qualifications

Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience in a UX/digital role developing content; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education training.

Experience in project management, or managing significant IT projects, would be well regarded for this role.

Position/Organisational relationships

The Content Strategist will report to and receive broad direction from the Director Corporate Communications and Public Relations. The position will take the lead in the redesign of the University's website, and will provide leadership and guidance to the dedicated project team of developers, web publishers, graphic designers and communications professionals.

The Content Strategist, will interface with all levels of the University to facilitate decisions around the design and content of the University's website and to manage project deliverables and timelines.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience in a UX/digital role developing content; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education training.

2. Demonstrated experience in project management, or managing significant IT projects.

3. Proven content strategy experience and a demonstrated understanding of content strategy best practice.

4. Exposure to Matrix CMS application and internet technologies including HTML, CSS, Java Script and PHP.

5. Demonstrated experience operating in an environment of high volume, high pressure, tight timeframes and deadlines, while maintaining high quality outputs

6. Demonstrated experience persuading and influencing large teams of professional staff in a best practice content strategy approach.

7. Demonstrated high level interpersonal and communication skills including the demonstrated ability to develop and maintain effective working relationships with all levels of an organisation to help achieve project outcomes.

8. Demonstrated alignment with the University's commitment to child safety.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.