DIGITAL EXPERIENCE MANAGER

DEPARTMENT/UNIT	Operations and Management Services/Monash University Library
FACULTY/DIVISION	Office of the Provost and Senior Vice President
CLASSIFICATION	HEW Level 8
DESIGNATED CAMPUS OR LOCATION	Clayton Campus

ORGANISATIONAL CONTEXT

At Monash, work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the challenges of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and diversity. When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an inclusive workplace culture for our staff regardless of ethnicity or cultural background. We have also worked to improve gender equality for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – #ChangeIt with us.

The Provost and Senior Vice-President is the Chief Academic Officer of the University and is responsible for: setting the University's academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic-related portfolios and University-wide centres and institutes; oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

Monash University Library is one of Australia's leading academic libraries. Central to our 2020-2025 strategy is the vision of being a 'global, modern, top-ranked library' where our content,

collections, facilities, services and culture represent best practice and collectively makes a significant contribution to the University's reputation and impact. We support our vision with five Library Cultural Principles:

- We champion the Library's vision
- We see through the eyes of our users
- We create an environment of trust and openness
- We seek to instil an "Ancora Imparo" mindset
- We are a Professional Community

We continually evaluate what we do in relation to the University's goals and our mission is "to make it easy to access what you need". While we work to ensure that our users' experiences with the Library are productive, useful, efficient and rewarding, we aspire to delight by exceeding their expectations. For more on the work we do, please visit our website.

Monash and the University Library value staff diversity and champions inclusive practices. We are committed to equitable decision-making and apply the principles of achievement relative to opportunity in our selection processes.

The Digital Experience Manager works as part of the multidisciplinary **Service Design and Communications team** that supports the development of user-focused services, communications and effective engagement with our diverse Monash community. As a team, we champion user experience at every touch point and work to ensure the Library's overall contribution to the University's reputation and impact is consistent, clearly articulated and visible. We are innovators, strategic thinkers and enablers, supporting the Library – and all our staff – to achieve our strategic vision and goals.

POSITION PURPOSE

The **Digital Experience Manager** supports the Service Design and Communications Manager in the development and delivery of a user-focussed digital experience strategy to ensure that our user experiences are connected, satisfying and efficient, and aligned to our Library vision and mission.

The position manages the planning, development, delivery and evaluation of the Library's digital presence, ensuring our resources and services are integrated across all Library functions.

Responsibilities include, project management, developing and supporting efficient workflows and processes, supervising a small web and content team and providing technical and analytical expertise, data insights and learning design methodologies.

Working through our iterative Service Design Operating Model, the Digital Experience Manager develops and continuously improves the digital experience with the Library, and proactively seeks opportunities to connect our front-facing services with our backend systems. The manager ensures that Library services are visible and discoverable and are responsible for removing friction at all stages of our user journey.

Working in close collaboration with Service Owners, subject matter experts and specialist teams, the Digital Experience Manager defines end-to-end user experiences, tests and validates existing journeys and ensures users receive the best possible experience at every interaction.

Reporting Line: The position reports to the Service Design and Communication Manager working under broad direction with a degree of autonomy

Supervisory Responsibilities: This position provides direct supervision to 2-4 staff

Financial Delegation: Yes, in accordance with the University delegations schedule

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Manage an integrated and strategic approach to all aspects of the Library's digital presence in alignment with the Library's strategic plans and Service Design principles.

2. Contribute to developing and delivering a user-focussed digital experience strategy, ensuring that user experiences are connected, satisfying and efficient.

3. Manage and co-ordinate complex digital projects integrated across a range of channels and systems, working closely with the service owners, subject matter experts and specialist teams.

4. Lead an effective continuous improvement program to ensure a consistent, professional and modern approach that is underpinned by efficient systems, work practices, operational processes and clear policies and procedures.

5. Ensure the Library's digital presence meets the needs of our users and our University, and presents a consistent, coordinated and modern image, enhancing the Library's reputation and impact.

6. Manage and develop a small, highly-trained, motivated and efficient web presence and content team, and provide supervision to casual staff or consultants as required.

7. Undertake research, data analysis and management in areas of digital integration, UX and CX testing, tracking and reporting on the impact of strategic projects.

8. Manage and oversee risk, compliance and quality assurance processes for the Library's digital presence, including regular monitoring and reporting in accordance with University and legislative requirements.

9. Develop and maintain strong partnerships with service owners, subject matter experts, and external stakeholders, providing high-level advice and expertise as required.

10. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
   - extensive experience and management expertise; or
   - an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Demonstrated experience in the development, implementation and measurement of user-focused digital strategies in alignment with organisational strategic and operational goals.

3. Highly-developed project management and coordination skills with a proven track record of managing complex projects and stakeholders, and the provision of complex technical advice.

4. Demonstrated experience in designing and developing complex service-orientated online resources and communications, including content management systems and web database technologies.

5. Demonstrated leadership in continuous improvement programs underpinned by efficient workflows and processes and the adoption of digital tools to improve productivity.

6. Experience in the application of best practices in learning design, web and e-learning technologies, standards and principles, including accessibility, usability and service design.

7. Staff management experience with the ability to motivate and develop a high-performance team committed to excellent user experiences.

8. Highly developed analytical and conceptual skills including a demonstrated ability to draw on data, research and UX insights deliver positive solutions to complex problems

9. Highly developed relationship management and consulting skills, including the ability to engage, influence and build consensus with senior stakeholders across the organisation

10. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines

11. Demonstrated management experience in a matrix, or large and complex management structure

OTHER JOB RELATED INFORMATION

- 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
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.