POSITION DESCRIPTION

Position Title	Web Service Manager
Business Unit	Marketing
Appointment Level	UC8
Reporting To	Associate Director Web & Digital
Number of Direct Reports	0
Delegation Band	
Position Number	52005

THE UNIVERSITY OF CANBERRA

The University of Canberra is a young University anchored in the national capital and works with government, business, and industry to serve our communities and nation. The University of Canberra challenges the status quo; always pursuing better ways to teach, learn, research, and add value – locally and internationally.

Our purpose is to provide education which offers high quality transformative experiences; to engage in research which makes a difference to the world around us; and to contribute to the building of just, prosperous, healthy, and sustainable communities.

The University of Canberra has recently established its long-term ambitions through its new decadal strategy: *Connected*. Through its three objectives (Connected to Canberra, Connected for life and Connected UC), the University of Canberra aims to build sustainable communities through deep collaborations that are locally focused and globally relevant, partner for life with our students to shape our economic, social and cultural futures and deliver an outstanding, digitally connected experience that removes barriers to accessing higher education.

OUR PURPOSE AND VALUES

Our purpose and values are the heart of this university. They describe our core identity: who we are and how we behave at the University of Canberra. They were developed by our people for our people.

GALAMBANY

Together we work to empower, connect and share knowledge with our people, cultures and places.

EDUCATION TRANSFORMATION AND GROWTH PROGRAM OVERVIEW

The University of Canberra is embarking on a transformational program to enhance student learning and increase student enrolments through the development of new capabilities and capacities that will generate new online courses and a more flexible approach to delivering existing courses, both at our Bruce campus, our campus in the cloud and with our partners. We are looking for highly motivated and imaginative people to join us on this exciting journey. We want you to bring your ideas to help us build courses and experiences that will enable our students to be inspired and ready for their chosen careers. You will be working with other motivated staff and with discipline/business unit teams in a collaborative way to rethink how we design and deliver courses and experiences that will improve the outcomes and opportunities for our students.

BUSINESS UNIT OVERVIEW

Marketing at UC is responsible for developing and managing the University of Canberra's brand and reputation, differentiating and positioning it within the education sector and clearly supporting the University's goals to be one of the leading Universities in the nation and the world.

Working and collaborating with a diverse range of faculties and dedicated research centres, the Marketing Team promotes the profile of the University's course offering, teaching capability and research – demonstrating the complete offering available to students through academic programs and University life.

POSITION PURPOSE

The Web Service Manager's key responsibility is to deliver web services and projects to an internal client portfolio, the objective of which is to create optimised digital user experiences in support of the University's student acquisition and retention goals, while ensuring a lifting of the UC brand position.

The Web Service Manager works closely with a portfolio of internal clients to develop audience engagement strategies and manage the delivery of web solutions. They will have the ability to understand user needs and business requirements, translating them into user-centered digital experiences.

The Web Service Manager will work to improve the user journey and the user experience of audiences using the UC website by contribute their knowledge and experience to the ongoing evolution of the enterprise web environment and the UC digital writing and design style guide. They will be responsible for proactive data monitoring and analysis, in order to provide provide evidence-based strategic insights and recommendations regarding content performance, search engine optimisation, quality assurance and standards compliance.

The Web Service Manager will project manage the end-to-end delivery of digital initiatives and enhancements while providing exceptional customer service. They will have extensive experience in digital technologies, a passion for user research and digital design, a commitment to web standards, the ability to develop information architecture and produce content, experience with wireframing and prototyping digital solutions.

PRIMARY RESPONSIBILITIES

Reporting to Associate Director Web & Digital:

The occupant of this position will be required to:

1. Contribute to the strategic direction of UC's web environment and digital communication capability, ensuring true representation of the University's brand identify.

2. Work to improve the user experience, including developing user-centered design and content architecture, personalisation, search optimisation, WCAG compliance and web best practice.

3. Manage web and digital projects from around the University, engaging in requirements workshops, prototype production, project documentation, schedule and stakeholder management.

4. Communicate and work collaboratively with internal clients to ensure high quality web content, providing advice and training regarding writing for the web, digital design, information architecture and navigation, and accessibility of content.

5. Apply advanced skills in HTML, CSS, Adobe Creative Suite, InVision (or similar) to prototype and create digital user experiences.

6. Utilise the University's content management systems and marketing campaign tools (Adobe Experience Manager, Squiz Matrix, Funnelback, Marketo, Adobe AdCloud, etc) to create user-centered digital experiences.

7. Monitor the performance and provide quality assurance of the UC's digital presence using tool such as Google Analytics, Adobe Analytics and Site Improve, analysing and interpreting data for insights and trends, providing advice and initiating action.

8. Establish and maintain effective professional relationship with internal and external stakeholders, including the provision of leadership and direction within the Web Team.

9. Other duties as required, relevant to the classification.

UNIVERSITY OF CANBERRA

KEY CAPABILITIES

Key Capabilities	Descriptors
1. Leadership	1.1 *Proactively addresses challenging issues and takes responsibility for seeing issues through. Assist team members to recognise barriers and overcome them.* 1.2 *Connects the University Strategy with the Portfolio and reinforces connections with other staff.* 1.3 *Builds and communicates a clear and compelling path for others to choose to be committed and engaged.* 1.4 *Champions and role models effective change while working to engage and enthuse others to embrace a vision of change.* 1.5 *Showcases diverse voices and perspectives and seeks and values unique contributions and promotes accessibility to all.*
2. Citizenship	2.1 Upholds, demonstrates, and promotes the university's purpose and values. 2.2 Promotes diversity of thought and creates an inclusive workplace where people feel a sense of belonging. 2.3 Looks beyond own point of view to consider needs of others and looks for opportunities to create belonging, support reconciliation, diversity, and inclusion. 2.4 Manages accessibility concerns to promote equity.
3. Effective Communication	3.1 Adjusts message and delivery appropriate to audience. 3.2 Listens authentically to others to understand content and context and effectively communicates ideas. 3.3 *Produces accurate and effective information in a timely and efficient manner.* 3.4 *Influences and negotiates persuasively.* 3.5 *Builds cultural competence and adaptive communication skills.*
4. Collaboration	4.1 Connects and collaborates with our community. 4.2 Looks beyond self and immediate team to add value to the whole University. 4.3 Authentically and meaningfully connects with people who are different to self. 4.4 Is open to a variety of ideas, experiences, and styles. 4.5 *Develops relationships with external parties. Seeks and acts on opportunities to connect external parties and partners to the University.*
5. Delivers results	5.1 Delivers on agreed outcomes and escalates issues as appropriate. 5.2 Responds to changing circumstances and priorities. 5.3 *Identifies opportunities to improve processes and takes opportunities to problem solve to deliver outcomes.*
6. Business Acumen	6.1 Understands the purpose of own position and how this contributes to the objectives of the University. 6.2 Manages resources effectively. 6.3 *Understands the commercial context the University operates in.*
7. Service	7.1 Delivers seamless customer focused service underpinned by simplified and efficient processes. 7.2 Understands and anticipates the needs of our students and partners and can convert these into commercial outcomes.
8. Digital Literacy and Innovation	8.1 Incorporates digital literacy skills into own learning and the learning of others e.g., students, peers, supervisees. 8.2 Appreciates the legal, ethical and security guidelines in the management, access and use of data. 8.3 *Isn't afraid to have an impact. Inspires others to be innovative. Is brave, stirs curiosity and shares ideas and discoveries that shape our future.* 8.4 *Demonstrates the ability to work fluently across a range of tools platforms and applications to achieve complex tasks.* 8.5 *Demonstrates the capacity to adopt and develop new practices with digital technology in different settings; to use digital technologies in developing new ideas, projects, and opportunities.*

Note: This position requires a skill level that assumes knowledge or training equivalent to graduate qualifications, or extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.

While at work, you must take reasonable care that your actions or omissions do not adversely affect the health and safety of other persons. This includes:

• comply, so far as you are reasonably able, with any reasonable instruction that is given by the University to comply with the WHS Legislation

• cooperate with any reasonable policy or procedure of the University relating to health or safety at the workplace that has been notified to workers

• assume any additional duties as outlined in the WHS Procedure: Resources, Responsibility and Accountability