

Position description

Position title:	Content Producer
School/Section/VCO:	Marketing, Chief Operating Office
Campus:	Mt Helen or Berwick Campus. Travel to other campuses will be required.
Classification:	Within the HEW Level 7 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:	849174
Further information from:	(Acting) Manager, Marketing Telephone: (03) 5122 6987 or (03) 5327 6606 E-mail: coo@federation.edu.au
Position description approved by:	Mr John Blair, Chief Operating Officer

This position description is agreed to by:

Employee Name

Signature

Date

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

Warning: uncontrolled when printed.

Authorised by: Director, Human Resources
Document owner: Manager, HR Shared Services

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Position summary

The Content Producer is responsible for creating engaging and innovative written content that effectively promotes Federation University's brand and key messages across a variety of channels, including printed publications, social media and other online platforms.

The Content Producer is a key member of the University's Marketing team and is required to work closely with marketing team staff based across other campuses. The position will work closely with the Director, Marketing, Manager, Marketing, Marketing Design Coordinator and other key directorates and schools to develop content that supports the marketing, student recruitment and retention goals of the University.

Travel between other campuses will be required.

Key responsibilities

1. Draft and refine high-quality and engaging written content in a variety of formats for all platforms/channels, ranging from short tweets to long-form copywriting, such as video scripts and brochure content. All content must be consistent with the University's brand narrative and written style guidelines.
2. Develop and implement content development calendars to ensure effective coordination of content required for social, web (including the Federation University website), printed publications and communication with external audiences, such as prospective students and key influencers.
3. Create engaging content for eNewsletters and other communication targeted at prospective students in consultation with Admissions and Marketing Team members and ensure this communication effectively achieves the intended impact across relevant platforms/channels.
4. Develop creative content for advertisements, staff recruitment and student recruitment including course guides, and other projects in consultation with the Director of Marketing, Marketing Manager, Marketing Design Coordinator, internal clients and external creative agencies.
5. Coordinate job requests and annual planning of content updates and ensure timely updates to content (both visual and written) on the Federation University website.
6. Review and re-craft existing printed and web-based content to ensure it is consistent with the University's brand narrative and written style guidelines.
7. Work in close collaboration with other content initiators across the University to refine and coordinate content publishing timelines.
8. Reflect and embed the University's Principles, Objectives and Strategic Priorities 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>.

9. 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.

Level of supervision and responsibility

The Content Producer reports to and works under the broad direction of the Manager, Marketing and is responsible for creating engaging and innovative written content that effectively promotes Federation University's brand and key messages across a variety of channels, including printed publications, social media and other online platforms.

The Content Producer will work independently and as part of the broader Marketing team across all campuses providing written content advice to internal clients and external creative agencies. The position is required to ensure projects and activities meet timelines and the written materials produced are in line with the University's brand narrative and written style guidelines.

The Content Producer position requires a high level of creative writing and demonstrated understanding of the impacts on various communication channels and platforms. The position requires initiative, judgement in decision-making and creative thinking to improve and promote the Federation University Australia branding.

Training and qualifications

A degree in Journalism, Communications, Marketing, Digital Media or Copywriting with at least four years subsequent relevant experience; or extensive management expertise in a technical or administrative field; or an equivalent combination of relevant experience and/or education/training.

A demonstrated commitment to continuous formal and/or informal learning and keeping abreast of latest technology is required.

All University positions delivering education and/or services to children (a child for this purpose is considered to be someone below the age of 18 years) must hold a valid Working with Children Check (WWCC) or hold a current registration with the Victorian Institute of Teaching (VIT).

Position/Organisational relationships

The Content Producer reports to and works under the broad direction of the Manager, Marketing and is responsible for creating engaging and innovative written content that effectively promotes Federation University's brand and key messages across a variety of channels, including printed publications, social media and other online platforms.

The Content Producer will consult with relevant University staff in Schools and Directorates as well as external stakeholders including creative agencies.

In addition, the Content Producer will work in close collaboration with the Director, Marketing, Marketing Design Coordinator and other members of the Marketing Team across all campuses.

Key selection criteria

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

1. A degree in Journalism, Communications, Marketing, Digital Media or Copywriting with at least four years subsequent relevant experience; or extensive management expertise in a technical or administrative field; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated highly developed creative writing skills with experience in reviewing and re-crafting written materials applying consistent brand messaging to the content produced.
3. Demonstrated experience in developing written content for publications and digital channels and platforms including social media, with a demonstrated understanding of accessibility, information architecture, user experience, user testing and writing for the web.
4. Demonstrated interpersonal and communication skills including the ability to collaborate, negotiate and influence key internal and external stakeholders, identify needs and provide guidance around the development of content.
5. Demonstrated problem solving, organisational and time management skills and the ability to manage projects by determining and prioritising work demands to meet conflicting deadlines.
6. Demonstrated skills in photography and video production particularly in relation to the development of content on social media platforms, is desirable.
7. Demonstrated understanding of the Higher Education and TAFE sectors and issues facing students is desirable.
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.