



POSITION DESCRIPTION

Digital Communication Officer

March 2023

UNIVERSITY of
TASMANIA 

Position Summary

College / Division	Academic Division
School / Section	Student Life and Enrichment
Location	Hobart
Classification	<u>HEO Level 5</u>
Reports to	Manager – University Student Communications

The Opportunity

We are seeking to appoint a Digital Communication Officer – University Student Communications (UConnect). UConnect delivers student enquiry, information and communications through three broad streams of activity: campus-based Service Centres, the Contact Centre, and through student communication channels.

The University Student Communications team is the primary producer, publisher and coordinator of all digital ‘one-to-many’ communications and information for continuing students on behalf of the institution.

About the University of Tasmania

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

From early on, our role has been to help people flourish and thrive. Isolation and a small population require us to work harder. The stories of our island are told by those needing to solve unique problems in unique ways. Here, success takes a quiet determination and adaptability. In turn, this makes us broader, more rounded, multi-skilled thinkers and creative problem solvers, and it sees our institution generate powerful ideas for and from Tasmania.

Because of our unique setting and challenges we go beyond creating places of learning. We strive to stimulate economic growth, lift literacy, improve health outcomes for Tasmania and nurture our environment as it nurtures us.

We welcome enquiring minds, from near and far, to join us in our pursuit of the extraordinary.

Accountabilities and outcomes

Purpose

The Digital Communication Officer delivers accurate, engaging, and timely information on the University's digital communication platforms including Student Portal, UTAS App, UTASLife, AskUs; and via communication channels, for current students and for the University Community Experience Model with two major objectives to help develop informed students and help build a student community.

Key Result Areas

- Create and edit high quality content on the UTAS student communications platforms, ensuring consistent and engaging messaging that is appropriate to the student cohort.
- Ensure digital student communications and content across all platforms is routinely updated and audited to ensure accuracy and relevance. These platforms include: Student Portal, UTAS App, social media (UTASLife), AskUs, and email.
- Regularly review and analyse student engagement levels with digital content and impact and prepare reports to inform priorities and continuous improvement.
- Coordinate and oversee the University Community Experience Model's associated communications via various methods, including push notifications, news articles, posting, email and other engagement methods to deliver a rich, distinctive and enhanced community experience. This will include working with the relevant stakeholders including student leaders, Community Experience Coordinators and TUSA to create and deliver content.
- Contribute to the management of the digital platforms that UConnect has custodianship for by liaising with subject matter experts and other relevant staff to ensure the content is correct and updated in a timely manner, errors and gaps in knowledge or content are identified and addressed, and system analytics and user feedback are used to continuously improve the knowledge base.
- Identify problems and opportunities and escalate appropriately to optimise timely and effective communications to students.
- Contribute to the continuous improvement of processes and practices that support the functions and strategic priorities of UConnect.
- Undertake other duties as assigned by the supervisor.

Behavioural Expectations

We aim for everyone to have a positive experience at our university, and all staff contribute toward creating a university culture that is safe and supportive, enabling our community to flourish by:

- Treating all others – staff, students and community with fairness, equity and respect.
- Ensuring the workplace is an inspiring and safe place to be.
- Ensuring the workplace is free from harassment, bullying, victimisation and discrimination.

Success profile

Personal Attributes

- Communicative: Enjoys articulating information and giving presentations. Shapes opinion through influencing skills while challenging established views and assumptions.
- Detail Oriented: Produces high quality work through attention to detail, checking for errors and following procedures to finish tasks within specified timescales.
- Innovative: Able to produce new ideas and adopt radical solutions. Readily applies theories

and concepts to form strategies and navigate future trends.

- Leadership: Assumes responsibility to make decisions and effectively leads, motivates and inspires people to take action.

Core Capabilities

- Student Focus: Able to bring the student experience lens to all work activities, contributing to outcomes that evoke student curiosity, interest and passion for disciplinary knowledge and skills.
- Self Awareness and Interpersonal Skills: Recognises and regulates emotions and behaviour in the work context and effectively builds relationships with others to create a collaborative and empowering environment that enables people to achieve and thrive.
- Continuous Improvement: Continuously finds ways to improve and simplify processes, systems and practices to deliver improved outcomes for our students, staff and community by utilising practices such as Lean, Agile and Design Thinking.
- Strategy into Action: Able to set, operationalise and activate strategy into specific actions, timelines and responsibilities to enable the University to deliver on key strategic goals.

Role Specific Skills, Knowledge and Experience

- Excellent written and visual communication skills, including web and graphic design, copywriting, creation of digital assets, editing, layout of digital content; and email publication and automation.
- Experience in analysing users' engagement with digital content and continually improving digital communications, reach and engagement to meet best practice.
- Excellent interpersonal skills and the ability to contribute to a people/student focused culture; and collaborate with a wide range of stakeholders to deliver team goals.
- Demonstrated ability to plan and prioritise workflow and tasks in a dynamic work environment to meet tight deadlines while remaining calm and focused, and deliver high quality outcomes using initiative, judgement, and innovation.
- An understanding of student management systems for cohort/audience segmentations and strong skills in the use of contemporary software applications including content management systems, web/app management tools and software such as Student Portal, UTAS App and Eloqua.

Qualifications and Licences

Completion of a degree in a related field such as media, journalism or marketing and relevant experience in development and production of digital content and communications.

Other Requirements

To be eligible for this position, you are required to hold Australian or New Zealand Citizenship, permanent residence or a valid visa that enables you to fulfil the requirements of this role.

COVID-19

The University of Tasmania recognises that this is critical for the workforce at the University to protect the safety of our workforce and vulnerable Tasmanians. Applicants for this role must be prepared to provide evidence of Covid-19 vaccination as a condition of employment.



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The intention of this Position Description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties may be altered in accordance with the changing requirements of the position