UNSW AUSTRALIA
(THE UNIVERSITY OF NEW SOUTH WALES)
POSITION DESCRIPTION

Position Title: Executive Producer and Manager, Central Web Unit
Level: 9 (12 month initial fixed term contract)

Unit: Central Web Unit
Division: Advancement

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JOB PURPOSE

The Executive Producer and Manager, Central Web Unit is a senior position within the Division of Advancement, reporting to the Director, Marketing Services and heading the Central Web Unit. The Executive Producer has significant input into the strategic overview, management and development of the UNSW web environment. This is a dynamic position that identifies digital communication and information requirements within UNSW and innovative uses of emergent technologies and works closely with key stakeholders to promote strategies and solutions across the organisation.

The Central Web Unit effectively operates as an in-house ‘web development agency’, focused on identifying, promoting and providing innovative digital/web solutions to a diverse internal client base from across the University. The Executive Producer position will appeal to those with a proven capacity for leadership, innovation and entrepreneurship and previous experience working as an Executive Producer or similar in a web development agency or internal central web unit.

MAJOR DUTIES

• Effectively lead and manage the Central Web Unit team of web designers, producers and developers, including budget and resource management.

• Regularly evaluate and audit existing UNSW online assets and data management capabilities and provide recommendations for continual improvement.

• Review and incorporate previous marketing and project research to ensure future web solutions address previously identified issues and opportunities. Communicate and promote web research initiatives and innovations across the broader UNSW community and communities of practice.

• Continually evaluate new web and digital technologies and the best practice use of technology by universities globally. Promote the use of enhanced technology and best practices to various stakeholders across UNSW and provide services to develop the technologies.

• Build and manage relationships with stakeholders across UNSW by providing strategic advice and guidance to divisions, departments, faculties, schools, individual academics and other key internal stakeholders in relation to web content/functionality, accessibility and UNSW best practices.

• Work closely with UNSW IT and other key stakeholders such as the Student and Research Gateway owners to implement best practice and promote a unified web presence at UNSW. Chair and/or attend relevant web committees and governance meetings.

• Oversee the writing, reviewing and analysis of scoping documents (including
technical specification documents and creative briefs) and the design process for information architecture, user experience and development processes for delivery of projects.

- Manage relationships on behalf of UNSW with third party vendors as required and develop a synergistic relationship with UNSW IT to ensure coordination of digital initiatives.

- Develop web related strategies, policies and guidelines to be used across the University to achieve an alignment across all UNSW web presences with these goals. This includes but is not restricted to brand alignment, use of source data, and development and deployment frameworks.

ENVIRONMENT

The Division of Advancement consists of the Office of the Vice-President Advancement, the Development and Alumni and Community Engagement teams (UNSW Foundation), the Media Office and Marketing Services teams (Marketing and Communications) and the Digital Media team.

The Central Web Unit is a distinct and separate unit operating within the Marketing Services portfolio consisting of three primary units (Marketing, Advertising and Central Web units). The Unit is a central point for questions and advice for web and mobile projects at UNSW. It works across the University’s web environment to provide strategies with an emphasis on user experience and design, assessing the needs of users and stakeholders then recommending the best solution.

The UNSW web environment itself includes the central "corporate" website as well as divisional, faculty, school and individual academic sites, and administrative sites. It also encompasses the eLearning web applications and services, the Library web applications and services, and MyUNSW administrative gateways. It provides the doorway to the University for prospective students, researchers, alumni and the general public, with the UNSW homepage receiving in excess of 25,000 visits per day. It also provides online access to general information and services, research and targeted specialist information and services, and online learning and teaching collectively termed as eLearning at UNSW for current students and staff.

Statistics

Division of Advancement comprises:
  - Office of the Vice-President Advancement
  - Development Team
  - Alumni and Community Engagement Team
  - Media Office
  - Marketing Services
  - Digital Media Production

Division of Advancement staff (total): 80

UNSW:
Number of alumni: Approximately 250,000
Staff: Approximately 5,200
Students: Approximately 53,000

Reporting relationships

Supervisor’s title: Director, Marketing Services

Other positions reporting to the supervisor:
Senior Marketing Manager
Advertising Manager
Administration and Marketing Assistant

Positions reporting directly to this position include:
Web Specialist
Junior Web Developer
Senior Web Developer
Web Producers
Contractors / casuals as and when required.

Other relationships: The position liaises primarily with divisional and faculty managers, Learning & Teaching staff, the UNSW Foundation, Marketing Services colleagues, faculty web developers/ marketing officers, ITS staff and external service providers.

PRINCIPAL ACCOUNTABILITIES

- Effectively lead and manage the Central Web Unit’s staff, resources and budget as a partial cost recovery unit and in compliance with OH&S and other relevant policies of UNSW.
- Ensure where possible, the implementation of best practices for the delivery of UNSW online properties across web and mobile devices through central provisioning and delivery or application of emerging user experience technologies across UNSW units.
- Develop a broad awareness of web research initiatives, project initiatives and timetables, and innovations within the broader UNSW community and within the communities of practice.
- Consistency and high standards are promoted across the UNSW web environment, with sustainable measures and support for all aspects and components of the web environment maintained to support these objectives.
- Ensure strategies, Policies, Guidelines and service assistance are effectively communicated the UNSW community.
SELECTION CRITERIA

- Relevant tertiary qualifications and a minimum of 8 years’ experience working in a web development agency or internal central web unit within an organization.

- Previous experience working as an Executive Producer or equivalent and a sound understanding of web technologies and latest developments in the field.

- Demonstrated experience in managing the workload and resources of a team including the ability to prioritise, manage conflicting and tight deadlines and work across several projects simultaneously.

- Proven capacity for leadership, innovation and entrepreneurship and the ability to contribute to the achievement of strategic goals.

- Excellent oral and written communication skills (technical and non-technical) including the ability to speak effectively in front of a diverse audience.

- Demonstrated high level influencing skills and experience in providing strategic advice to key stakeholders that has resulted in a positive outcomes.

- Experience in maintaining collaborative relationships with senior internal leaders and colleagues in a large and complex environment.

- Willingness and capacity to implement required OHS policies, safe work practices and equal opportunity policies and programs.

- Experience working with Drupal CMS would be ideal, but is not essential.