A. JOB PURPOSE

The Digital Producer is responsible for overseeing the Faculty of Engineering and its schools digital strategy. This includes the research and planning, documentation, implementation and maintenance of the Faculty and school websites, together with effective collaboration and communication with key Faculty and school stakeholders.

B. DUTIES

Website Research & Planning:
Work with the Marketing Manager to carry out relevant competitive analysis; interview and engage with internal and external suppliers as required for specialty engineering and digital expertise (such as school specific engineering content, digital campaigns, and search engine optimisation); coordinate usability and user testing to ensure that any digital initiatives meet specific and measurable outcomes.

Project Management:
Manage digital and technology projects from end to end including, but not limited to, producing scope of work documents; briefing technical specifications and creating requirements documents for internal and external suppliers; managing timelines, budget and resource allocations; providing regular updates to the Marketing Manager and key Faculty and school stakeholders. It is not the responsibility of this role to organise website hosting and backups or create wireframes and information architecture maps, however it is expected that this role will facilitate the production and maintenance of these items in line with Faculty Managers and any project plans and timelines.

Digital Production:
Manage content updates within the Faculty and school Drupal CMS, facilitating the production of the Faculty email communications as well as ensuring email best practice is implemented (spam compliance); working with the Faculty as well as internal and external suppliers to create high quality digital content (such as text, video, images and interactive content) for the websites and other digital marketing channels. Oversee multi-platform digital business systems, CRM, and website databases and integration.

Marketing & Reporting:
Work with the Marketing Manager to develop and maintain the Faculty digital/website content plan and search engine optimisation strategy. The Digital Producer will be responsible for the configuration and regular monitoring and feeding back of information from digital platform reporting and analytics tools (such as Google Webmaster Tools, Google Analytics). This role will be responsible for reporting on key website metrics, Email campaign reports, search engine optimisation progress reports and any other website and digital marketing reporting as required by the Marketing Manager.
**People & Relationships:**
Monitor, control and resolve concerns regarding content navigation, infrastructure, design and functionality of website assets for the Faculty and school website. Develop and maintain positive working relationships with internal and external stakeholders, including representatives from across the University and the nine engineering schools, Faculty partners and specialist digital suppliers.

**General:**
Maintain knowledge of advancements in the digital space, SEO and general content management. Set own priorities and workflow and prepare and manage budgets relevant to projects in portfolio.

**C. ENVIRONMENT**

The Faculty Marketing and External Relations Unit is located in the Faculty Administrative Unit and provides strategic and integrated marketing services to the Faculty of Engineering. Its roles include promotion of the Faculty, student recruitment, event management, marketing and communication, alumni relations and development activities as well as building relationships with the corporate sector, the profession and the community.

The Faculty of Engineering is a national and international leader in engineering research and education. The Faculty comprises 9 Schools and in 2014 had a total enrolment of almost 10,000 students of which approximately 3,670 were international students. We offer the widest range of undergraduate courses and enroll more high-achieving school leavers than any other engineering faculty in New South Wales.

In 2014 the Faculty had 691 staff, comprising 424 academic and 267 professional and technical staff and a budget of approximately $149 million.

**BACKGROUND**

The Faculty of Engineering recently launched its new website, aligning the Faculty and its schools with the world-leading reputation that the Faculty and University have earned in other areas.

It is the expectation that this position will manage the ongoing enhancement of the Faculty websites, using digital marketing strategies to further position the Faculty as thought leaders and promote the degrees that we offer as programs of choice for engineering education.

**CHALLENGES & CONSTRAINTS**

The Digital Producer will work within the framework of the Faculty strategic plan and the University’s marketing policies and procedures. The Marketing Manager will provide direction and supervision, but it is expected that the Digital Producer will operate with considerable autonomy in planning and implementing activities. The Digital Producer is required to exercise excellent time management, superior organisational and problem solving abilities as well as exert professional judgment.

**D. REPORTING RELATIONSHIPS**

Supervisor: Marketing Manager

Other positions reporting to the supervisor:
• Marketing Assistant
• Marketing Officer
• Student Recruitment Officer

Positions reporting to this position:
Casual staff on an ad-hoc basis

The Digital Producer is expected to develop good communication and close relationships with all staff in the Faculty Marketing Unit, the Dean’s Unit, the IT and Web Unit, the Heads of Schools and School Marketing Representatives and the UNSW Central Web Unit.

The Digital Producer will also need to develop good working relationships with the Unit’s agencies, suppliers, contractors and stakeholders.

E. PRINCIPAL ACCOUNTABILITIES

• Provision of expert, positive and progressive strategic advice and ideas to the Faculty website strategy and digital infrastructure and marketing plans
• Engage with key internal stakeholders to obtain business direction, build support for new website functionality and gain commitment to the maintenance of high quality digital content
• Support, maintain and enhance the Faculty and school website to ensure continuing relevance of functionality and content
• Act as the central point of contact for all Faculty and school digital initiatives, ensuring cohesive and collaborative efforts
• Ensure all online content is current, accurate and compliant with the Faculty’s quality and style within digital platforms
• Continued tracking of competitor digital activity so as to be able to research and recommend innovative digital strategies to enhance the Faculty and schools online presence in the marketplace
• Ensure that adequate quality assurance processes, as well as the Faculty and University policies are applied to the projects process and deliverables
• Efficient independent planning, execution and evaluation of activities in line with Faculty websites and marketing plans
• Development and management of innovative activities in relation to the management, marketing and administration of the Faculty website, social media and digital presence
• Effective preparation and management of budgets and resources
• Effective and timely management and planning of the production and implementation of high quality Faculty and school websites and digital communications
• Train and educate all Faculty online content editors in digital best practice, copywriting for websites and ensure all content is in line with the Faculty website strategy
• Effective liaison with the UNSW Central Web Unit/ Marketing Services to effectively utilise current/ developing enterprise systems and solutions for website enhancements and efficiencies
• Support the Faculty’s productivity, reputation and status by placing an emphasis on creativity and the development of quality digital services, platforms and infrastructures
• Representation on various University and Faculty committees.
F. SELECTION CRITERIA

- A tertiary qualification in a relevant discipline (i.e. Computer Science/ Computer Programming or Business Management) or an equivalent level of knowledge gained through experience
- At least three years proven experience in the project management of technology or digital projects, web services or applications
- At least three years experience in website production and/or digital content production
- Demonstrated experience with website content management systems and digital production (Drupal preferred), HTML, CRM and database systems
- Demonstrated experience in creating and managing EDM campaigns and analysing campaign data
- Demonstrated basic HTML and CSS skills to enable you to update and enhance our web pages or EDMs
- Demonstrated experience liaising with stakeholders to gather requirements for web-based content, design and usability
- Demonstrated experience of implementing search engine optimisation initiatives with proven results
- Demonstrated experience in developing engaged online brand communities and implementing digital marketing strategies as they relate to website content and its promotion
- Demonstrated experience in digital reporting and statistical analysis to inform and ensure the effectiveness of digital strategies
- Knowledge of EEO and OHS principles and commitment to attending relevant training.