POSITION SUMMARY
The Digital Communications Officer is responsible for oversight of the Faculty’s digital communications strategy including website, social media platforms, newsletters and blog. As a key position in the Faculty’s digital strategy this role underpins recruitment, alumni, community and industry engagement and the Faculty’s development plans.

The position will work closely with the Director, External Relations in recommending integrated digital initiatives to enhance the Faculty’s online presence in the marketplace.

ORGANISATIONAL ENVIRONMENT
Overview of the Faculty/School/Divisional Work Unit
UNSW Art & Design leads Australia with a focus on media innovation and emerging technologies. Our rigorous and intensive art, design and media programs are studio practice based and industry engaged.

Our campus is located in the dynamic inner city Sydney neighbourhood of Paddington, an historic centre of the arts community and is surrounded by the regions largest creative industries cluster. We are Australia’s largest and most diverse creative art, design and media faculty with well over 3,000 students and staff from more than 50 countries globally.

Reporting Relationships
Supervisor’s title: Faculty Director of External Relations
Other positions reporting to the supervisor: Development Manager, Galleries Manager and Alumni Relations Coordinator, Student Recruitment Coordinator, Digital Producer, Website & Social Media
Positions reporting to this position: Nil
Other relationships: UNSW Galleries team members, Faculty executive and management team members, program directors, student centre, colleagues and stakeholders internal and external to the University, external suppliers
KEY DUTIES & RESPONSIBILITIES

- Coordinate the faculty’s digital communications activities.
- Recommend innovative digital strategies to enhance the Faculty’s online presence in the marketplace.
- Coordinate the preparation, production and dissemination of information and promotional materials with a strong focus on online and social media content.
- Assist the Student Recruitment Coordinator with market intelligence and research activities including online surveys and focus groups and monitoring of competitor student recruitment activity.
- Coordinate with the Student Recruitment Officer to represent the Faculty at student recruitment events, including UNSW events, high school visits and careers markets.
- Enhance Art & Design’s profile by identifying opportunities for media coverage and media monitoring.
- Liaise across the faculty applying a sound knowledge of communications, marketing and engagement activities.
- (Non-supervisory) Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

SELECTION CRITERIA

- Relevant degree and professional experience in the communications field.
- Substantial relevant communications experience and expertise with a focus on online and digital media.
- Experience providing marketing and communication service within a large and diverse organisation.
- Proven experience in research and evaluation of marketing programs and activities including demonstrated experience in digital reporting and statistical analysis to inform and ensure the effectiveness of digital strategies.
- Proven program, project and event management skills.
- Demonstrated ability to develop and execute targeted creative marketing ideas.
- Demonstrated ability to work independently and work productively as part of a team.
- Highly developed organisational skills and proven ability to establish priorities, manage a range of tasks and work with strict deadlines in a busy and varied team environment.
- Proven attention to accuracy and detail.
- Highly developed interpersonal, written and verbal communication skills.
- Ability to initiate and establish new procedures as appropriate.
- High level proficiency in a range of computing skills including word processing, spreadsheets, databases, online, social media and demonstrated ability to learn and implement new systems.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

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.