### Position Description

**Online Coordinator**  
Marketing, Admissions and Student Recruitment

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<th>Level:</th>
<th>Online Coordinator</th>
<th>Date:</th>
<th>15th September 2014</th>
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<tr>
<td>School/Unit:</td>
<td>Marketing, Admissions and Recruitment</td>
<td>Faculty/Division:</td>
<td>UNSW Business School/General Manager</td>
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<td>Written by:</td>
<td>Kelley Johnson</td>
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**POSITION SUMMARY**

Reporting to the Digital Manager and located in the Marketing unit, the Online Coordinator will provide their support to the Online Presence team in the production of the Business school website and other online platforms, assisting in the publishing of the site's content from within the faculty's CMS and CRM systems. The candidate will be responsible for currency, accuracy, quality and style of content while adhering to web publishing best practices and search engine optimisation principles.

This position is considered proactive and the incumbent will be empowered to initiate ideas while pro-actively managing their competing priorities.

**ORGANISATIONAL ENVIRONMENT**

**Overview of the Faculty/School/Divisional Work Unit**

The UNSW Business School at The University of New South Wales is a leader in business education and research in the Asian region and one of the largest of its kind in the world with over 12,000 students and over 300 academics and researchers who are global leaders in their fields. The School's reputation is built on its outstanding staff, students and alumni and a cultural diversity which ensures an international focus.

The Business School offers a complete range of business degree programs at undergraduate, postgraduate, coursework and research levels, including the AGSM MBA programs and an outstanding range of Executive Programs.

An Advisory Council comprised of over 50 senior business leaders acts to advise the Business School and to serve as a reference point to ensure that programs and courses are relevant to today's business environment.
Statistics

- 8 disciplinary schools
- 9 research centres
- 12,238 students
- 357 academics and researchers
- 217 professional and technical staff
- 75,000 alumni throughout the world

Reporting Relationships

Supervisor’s title: Digital Manager

Other positions reporting to the supervisor: 2 x Producers, 1 x Online Coordinator and 2 x Web Designer

Positions reporting to this position (show position titles and levels): N/A

Other relationships: This role will work closely with the UNSW Business School Marketing Manager and Marketing Coordinators x 2

KEY DUTIES & RESPONSIBILITIES

- Working closely with Producers and other team members in publishing content to the Business School's website using the organisation's Microsoft SharePoint and CRM Dynamics;
- Working closely with Producers and other team members in publishing content to other online platforms;
- Support the Online team in content and project related tasks;
- In consultation with Digital Manager ensure best practice for web design, content (scannable, concise, current, accurate and easy to read with appropriate hyperlinks) presentation and effective site structures that provide usable information architecture and achieve quality outcomes for the Business School's web that align with the Business School's web strategy;
- Ensure all pages are optimised for Search Engines ranking;
- Assist Digital manager in delivering web reports via Google Analytics;
- Cooperate with all health and safety policies and procedures of the University and take all reasonable care to ensure that their actions or omissions do not impact on the health and safety of others in the University.

SELECTION CRITERIA

- Degree in online communications or related subject, ideally with a specialization or adequate experience in the online environment;
- 1-2 years + experience in web content production;
- Familiarity in Search Engine Optimisation;
- Proven ability to work proactively and meet multiple deadlines;
- Excellent communication and consultation skills;
- Ability to work autonomously and as part of a team;
- Familiarity with online web publishing processes and package i.e. SharePoint 2013 and CRM Dynamics, would be highly regarded
- Experience using web graphics editing software, e.g. Adobe Photoshop or Macromedia Fireworks would be an advantage
- Knowledge of EEO/AA principles / Knowledge of OHS responsibilities and commitment to attending relevant OHS 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.