

POSITION DESCRIPTION



Position	Content Marketer – Brand Communications
Level/Classification	HEW0707
Reports to	Senior Manager, Brand Marketing
Unit	Brand Marketing
Directorate	Marketing & Communications Office
Positions Supervised	0

Position Purpose

Reporting to the Senior Manager, Brand Marketing, this position works within the Brand Marketing team that develops and implements impactful marketing communications that contribute to reputation and recruitment outcomes for the university.

The Content Marketer – Brand Communications, contributes to the university's content planning, working alongside colleagues across MCO to deliver engaging content for different audiences that deliver against the team's strategic objectives. With a strong understanding of the brand marketing principles, the Content Marketer – Brand Communications has a focus on producing content that supports major brand campaigns as well as content that is designed to enhance the reputation of the university in local, national and international markets.

The Content Marketer – Brand Communications, develops creative and production briefs and produces materials, utilising strong creative and copywriting skills, adapting material to audience and channel. In addition, this the Content Marketer – Brand Communications has a strong understand of social media channels and shaping conversations through engaging, relevant and timely content.

About Murdoch University

Murdoch University is a young and dynamic university with a foundational commitment to the environment, social justice and inclusion, and making education accessible to more people. Founded as Western Australia's second university in 1974, today, Murdoch has more than 21,000 students and 1,700 staff across campuses in Perth, Singapore and Dubai. With more than 90,000 Alumni, Murdoch graduates can be found all over the world, making a positive difference.

Our Strategy – Ngala Kwop Bididi. Building a brighter future, together – guides the University’s direction and reaffirms our shared purpose to change lives and society for the better through accessible education and research.

The Strategy is focused on three key themes:

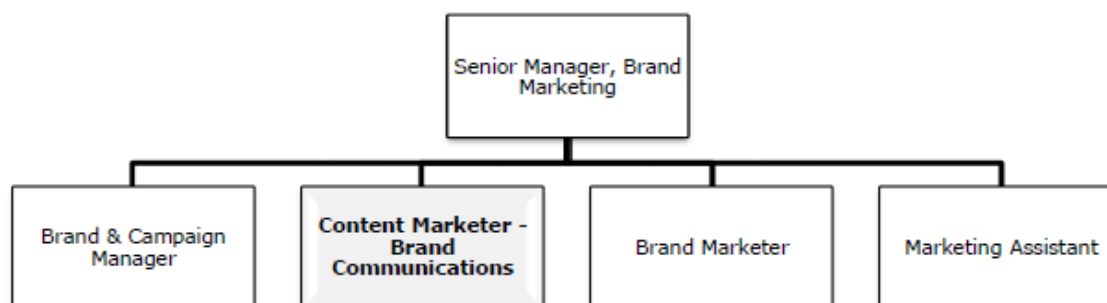
- Sustainability: Be a leading university in education, teaching and translational research in sustainability.
- Equity, Diversity, and Inclusion: Build a welcoming, diverse and inclusive community.
- First Nations: Become the University of first choice for First Nations peoples.

Murdoch is also committed to building engagement with our local community, State, nation, and global society with a track-record in creating strong partnerships with business, government and industry.

About the Work Area

The Marketing and Communications Office is a group of committed professional services staff dedicated to inspiring people to choose Murdoch. Through brand, marketing and communications strategies we enhance the reputation of the University, drive future growth and lead employee communications. The team share the work of Murdoch University’s academics, researchers, staff and students with the Murdoch community, as well as domestic and international audiences.

Reporting Relationships



Key Responsibilities/Duties

1. Develop content marketing strategies and planning in consultation and collaboration with MCO and university colleagues.
2. Work closely with MCO communications team, supporting the editorial committee and strategic communications initiatives and leading content planning meetings.
3. Plan, create, and deploy original content for specific University audiences, determining platform/format, medium, look and feel, authorship, frequency and duration of messaging.
4. Review and edit content to ensure consistent quality together with style and tone of content.

5. Produce content supporting the university brand campaigns, adapting for web, print and other mediums.
6. Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion.
7. Lead the University's social media presence, reputation, awareness levels and positive engagements, overseeing the ongoing strategy the management for social and working with colleagues to produce and publish content.
8. Be an ambassador for the University by engaging in dialogues on its online platforms when required.
9. Support integrated University marketing campaigns to generate engagement and inbound traffic for websites, social media accounts, applications, forums, blogs, email databases, activations and events.
10. Produce creative and production briefs, working alongside stakeholders and relevant MCO team members.
11. Liaise and collaborate with key University stakeholders to develop and create content for joint initiatives that have online objectives.
12. Brief and coordinate creative partners and agencies in the production of content.
13. Report on the effectiveness of activities against benchmarks and forecasts, providing recommendations for how the University can maximise results.
14. Other appropriate and related duties as required.

Selection Criteria

Essential

- 1 A tertiary degree with 3+ years' experience in a content creation or community management role or an equivalent combination or relevant experience and/or education/training;
- 2 Knowledge and understanding of content marketing practices, digital platforms and social media
- 3 Demonstrated success in thinking creatively to concept, brief and deliver new ideas in the digital space.
- 4 Effective verbal and excellent written communication skills with previous experience in presenting, copywriting and proofreading;
- 5 Proven success in building trust and managing relationships with users and/or customers;
- 6 Demonstrated skills in planning and documenting work with a high level of attention to detail
- 7 Demonstrated ability to use technical tools and analytics packages including experience with web CMSs, CRM, design software, publishing platforms and HTML.

Desirable

1. Previous experience in Higher Education and/or large organisations.

Work Requirements

1. Australian permanent residency or possession of a valid visa with work entitlement in Australia

Guiding Principles and Values/Code of Ethics and Code of Conduct

Our Values

- Authenticity
- Integrity
- Respect
- Inclusivity
- Openness

Our Principles

- Act with justice, respect and responsible care.
- Be collegiate and respectful of other points of view.
- Protect academic freedom.
- Be agile, flexible and resilient.
- Make decisions at the most appropriate level.
- Be transparent in decision-making and with information.
- Adopt common approaches to common tasks.
- Be careful stewards of our resources.

All staff will comply with the University's Code of Ethics and Code of Conduct and demonstrate a commitment to its Equity, Diversity and Safety principles and the general capabilities of personal effectiveness, working collaboratively and demonstrating a focus on results.

All Staff complete a Development Review Annually. A Commencing Development Review should be completed within 3 months of commencement.

We acknowledge that Murdoch University is situated on the lands of the Whadjuk and Binjareb Noongar people. We pay our respects to their enduring and dynamic culture and the leadership of Noongar elders past and present. The boodjar (country) on which Murdoch University is located has, for thousands of years, been a place of learning. We at Murdoch University are proud to continue this long tradition.