



POSITION DESCRIPTION

WEB CONTENT COORDINATOR OFFICE OF THE EXECUTIVE DIRECTOR OF ADMINISTRATION

Vacancy Reference No:	08018
Major Cost Centre:	Central Administration
Organisational Unit:	Office of the Executive Director of Administration
Classification:	Higher Education Officer Level 5
Salary Range:	\$48 058 to \$53 192 pa full-time
Superannuation:	Employer contribution of 9% of salary
Total Remuneration Package:	\$52 383 to \$57 979 pa full-time The total remuneration package includes salary and employer superannuation contributions.
Employment Type:	Fixed term, full-time (Available immediately for a period of 12 months)
Supervisor (Title):	Web Project Officer
Closing date:	5.00 pm, Monday 4 February 2008

KEY PURPOSE

The Web Content Coordinator is responsible for writing, editing and preparing web content for publication, and establishing new subsite structures and content within the University's content management system. Working as part of a web redevelopment team, and liaising with content owners across the University, the Web Content Coordinator will participate in the review of subsite information architecture and web content, and the development of new web content initiatives.

ORGANISATIONAL ENVIRONMENT

Working as part of a web redevelopment team, the Web Content Coordinator will participate in the continuing development of a new web environment for Flinders University.

The web redevelopment represents a significant realignment of the Flinders University web (www.flinders.edu.au). Following the launch of the first phase of the implementation of the web redevelopment in August 2007, which was limited to University-wide content at the top level of the information structure, the web redevelopment is now being expanded further across the University.

For further information refer to www.flinders.edu.au/web-redevelopment.

KEY RESPONSIBILITIES AND OUTCOMES

- Writing, editing and preparing web content for migration into the web content management system.
- Developing subsite information architecture and content inventory documentation.
- Setting up subsite structures and web content within the University's content management system in a timely and efficient manner.
- Providing web content advice to business units.
- Participating in the design and review of subsite structures and web content, including the development of new content initiatives.
- Assisting with the promotion the *Flinders University Web Editorial Guide*, including training staff in its use.
- Assisting with the preparation of reporting systems and documentation.

Staff responsibilities may be varied by the University in order to allow the University to respond to operational needs or requirements.

SUPERVISION RECEIVED

The incumbent will determine their own priorities and operate within the framework of established policies and work systems. Specific outcomes will be reviewed.

SUPERVISION PROVIDED TO OTHERS

No supervisory responsibilities are required for this position.

WORKING RELATIONSHIPS

The Web Content Coordinator will work as part of the web redevelopment team, reporting to the Web Project Officer.

The Web Content Coordinator will liaise with content owners across the University and is expected to communicate with and establish close working relationships with the Public Affairs and Alumni Office.

UNIVERSITY EXPECTATIONS

All staff are expected to:

- contribute to the efficient and effective functioning of the team or work unit in order to meet organisational objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisor;
- perform their responsibilities in a manner which reflects and responds to continuous improvement; and
- familiarise themselves and comply with the University's Occupational Health and Safety and Equal Opportunity Policies.

SELECTION CRITERIA

(Note for intending applicants – applicants should address each selection criterion individually and should argue their case by citing evidence to support their claims rather than presenting a list of facts only).

Essential criteria

- Expert knowledge and experience of writing, editing and preparing content for the web.
- Proven ability to investigate and make recommendations on issues relating to web content and information architecture, based on writing for the web and usability standards.
- Experience with and/or understanding of content management systems.
- Well developed organisational skills and the ability to handle multiple tasks.
- A high level of interpersonal skills and the ability to negotiate and communicate effectively with staff at all levels.
- Familiarity with common and emerging web technologies and how they can be used to deliver web content that meets University and customer requirements.
- A relevant tertiary qualification in communications, media studies, marketing or a related discipline or demonstrated equivalent skills, knowledge and experience.

Desirable criteria

- An understanding of the issues relating to the management of large, complex web projects.
- Experience in providing expert advice and training.
- An understanding of the Australian higher education sector.

SELECTION OF CANDIDATES

Candidates will be evaluated on merit against all of the various components that make up this position description. Assessment will take into account all information that is determined to be appropriate, eg written application, qualifications, interview, work samples, skills testing and referee reports.

The final decision regarding appointment to this position will be based on an assessment of the requirements of the total Position Description.

INFORMATION FOR PROSPECTIVE STAFF

All intending applicants should read the *Essential Information for Applicants*, available at <http://www.flinders.edu.au/employment/app.php> If you are unable to access this information on the web site, please contact the contact person nominated below.

Information about Flinders University, living and working in Adelaide and employment at the University is available at <http://www.flinders.edu.au/employment/whyflin.php>

CONTACT DETAILS

For further information about the position contact:

Antonia Malavazos
Web Project Officer
Phone: (08) 8201 5940
Email: antonia.malavazos@flinders.edu.au

SUBMITTING AN APPLICATION

All applicants must complete an *Application for Employment Cover Sheet* available at <http://www.flinders.edu.au/hrd/html/forms/EmployApplication.doc> and lodge this with their application.

Applications, together with the *Application for Employment Cover Sheet*, may be lodged by email to jobapplications@flinders.edu.au or by post to Personnel, Policy and Practice, Flinders University, GPO Box 2100, Adelaide, South Australia 5001.

Further information regarding procedures for mailing, e-mailing, faxing or delivering applications are provided in the *Essential Information for Applicants*. Please do **not** forward applications to the contact person nominated as the contact person.

Name of Authorising Officer: *Executive Director of Administration*

Name of Authorising Officer in Human Resources:

normally Director, Human Resources or nominee

Date of last update: *December, 2007*