



POSITION DESCRIPTION

Digital Content Manager

The Group of Eight Limited (Go8) comprises Australia's leading research-intensive universities with seven of its members ranked in the world's top 100 universities. It has strong and active allegiances with equally prestigious university groups around the world and in Australia undertakes 70 per cent of university research (all of which is rated world class or above).

Its members are recognised globally for this work, and also the high quality of the graduates they provide as the next generation of distinguished young professionals in Australia and overseas.

The research-intensive education within the Go8 is highly valued by Governments, the business community and industry, as is the proactive leadership the Go8 brings to public policy on matters pertaining to both the higher education sector and broader public policy including medicine, biotechnology, defence, national security, space, agtech, and advanced manufacturing.

The Role

The Digital Content Manager is a newly created position which will play a pivotal role within the existing Go8 Directorate. The work environment of the Go8 Directorate is fast paced, proactive, collaborative and supportive.

Reporting relationships

The positions will report directly to the Chief Executive.

Core responsibilities

- Maintaining the Go8 website, keeping content updated and consistent
- Content and digital (including social media) strategy implementation
- Managing a content calendar across all channels
- Project management of digital campaigns
- Content creation and copy writing
- Quality assurance for all content
- Data capture, measurement, and analytics
- Contribute to fostering a positive team culture and participate in planning and decision-making
- Perform other tasks and duties as required by the Chief Executive.

Who we are looking for:

We are looking for an individual who is degree qualified, has 2-3 years' experience working in similar roles and who is comfortable managing multiple digital channels and creating content that is appropriate for the intended audience.

This requires the following broader range of skills and responsibilities:

- Knowledge of best practice principles and standards for digital content across web, social and email marketing. This includes an understanding of the principals of information architecture, UX and UI, page design, content management and SEO as they relate to production and publication
- Experience working within a CMS
- Familiarity with social platforms such as Facebook, Instagram, LinkedIn and YouTube used in advertising and marketing executions
- Demonstrated understanding of SEO
- Strong multi-tasking and organisational skills, with excellent attention to detail
- Strong interpersonal, written and oral communication skills and an ability to communicate and collaborate with different skill sets and views
- Initiative, resilience, and ability to manage competing and changing priorities
- Understand the variability of the speed at which work is required given the need for the Go8 to match the speed of policy changes and issues here and overseas.
- Experience in the education sector highly valued

Other conditions:

- Interstate travel may be required
- Out of hours work may be required to meet deadlines and to respond to urgent external issues