



## POSITION DESCRIPTION

<b>Position</b>	Digital Content Designer		
<b>Position Number</b>	1870A02	<b>Level/Classification</b>	HEW0707
<b>Reports to</b>	Digital Experience Manager		
<b>Unit</b>	Engagement & Experience		
<b>Directorate</b>	Marketing & Communications Office		

### Position Purpose

The Digital Content Designer engages in the delivery of digital solutions that support the University's strategic plan.

Situated within the Murdoch University Marketing and Communications Office, the Digital Content Designer will engage with stakeholders across the university to identify their content needs and help define engaging, intuitive and results oriented experiences for all of Murdoch University's digital channels and audiences (including current students and staff).

The Digital Content Designer aligns digital experiences to the University's brand and marketing strategies through a strong understanding of best practice together with existing and emerging technologies.

### About Murdoch University

Murdoch University helps people discover how to make a difference, through education and research endeavour, and remains one of the most inclusive universities in the country, providing students with quality education and recognised academic standing within an engaging and caring environment. We are a university for all, irrespective of background and social standing with a focus on social equity, self-direction and freedom of thought and belief.

With strong links to government, business and the community, Murdoch University helps people discover how to make a difference. We are a young, innovative and enterprising university with more than 23,000 students and 1,700 staff across Perth, Singapore and Dubai. We are committed to high quality education, innovative research, and strong community engagement both locally and internationally.

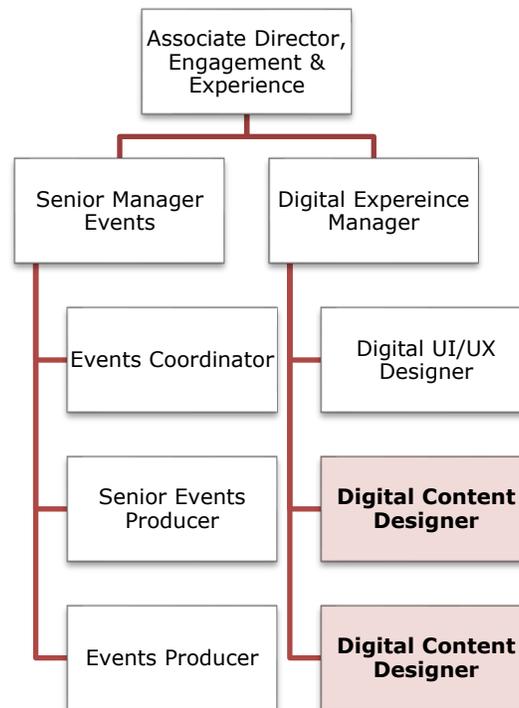
Our [Strategic Plan and Future Horizon 2017-2027](#) outlines an ambitious blueprint for development and growth, with a focus on one purpose: to be a creative force for current and future generations.

We are clear about our two core goals: to educate free thinkers who thrive in society and are sought after by employers; and, to provide life changing solutions for the world's big challenges through our outstanding translational research and innovative practice.

## About the Work Area

The mission of the Marketing and Communications Office (MCO) is to inspire people to choose Murdoch. Through brand, marketing communications strategies we enhance the reputation of the University and drive future growth. The team share the work of Murdoch University's academics, researchers, staff and students, and with the wider community.

## Reporting Relationships



## Key Responsibilities/Duties

1. Liaise with content owners and SME's to review existing website content with the aim of creating engaging, innovative, user-focused and results-oriented content.
2. Create content experiences with a focus on the end user needs utilising data, user insights and best practice.
3. Develop new and engaging content experiences through UX design, content design, copywriting, and wireframing as guided by our Digital Principles and under the direction of the Digital Experience Manager.
4. Create, maintain and optimise online journeys and content to support the University's objectives, primarily using the University's owned digital channels such as its website, Student Portal/App, Staff Intranet and digital engagement technology applications.
5. Collaborate across teams to improve the accessibility, inclusion, readability, and scalability of digital content.
6. Provide support as required to ensure the Marketing and Communications Office meets their stakeholder needs.

7. Carry out, and assist with, miscellaneous activities as requested.

## **Selection Criteria**

### **Essential**

1. A marketing or communications qualification with extensive experience in a digital marketing role or an equivalent combination of relevant experience and/or education/training.
2. A demonstrated ability to create clear, concise and engaging website/digital content and its role in the broader user journey.
3. An understanding of how to define online user needs and how to tailor content to optimise user experience to meet defined goals.
4. Demonstrated experience applying user experience principles, and techniques such as wireframing and content design.
5. Demonstrated high level of organisational, time and workload management skills, and attention to detail, including the ability to prioritise workload to meet deadlines.
6. Highly developed communication and interpersonal skills, including the ability to interact constructively and collaboratively with staff at all levels of the organisation.
7. Demonstrated technical skills including in-depth knowledge of tools and analytics including experience with website CMS's, HTML, design software, publishing platforms and CRM integrations.
8. Ability to work as a team player with the willingness to contribute to the wider team and business objectives.
9. Demonstrated ability to work autonomously, make quick, sound judgments and a curiosity to understand and solve problems.

### **Desirable**

1. Experience in providing user-focused services and service design.
2. An understanding of mobile-first design, responsive design and accessibility standards.
3. An understanding of analytics and the value this has in informing digital experience design.
4. Ability to conduct user research and testing by utilising a variety of methodologies such as user interviews and workshops.
5. Previous experience working in a tertiary environment.

## **Work Requirements**

1. The occupant of this position will be required to undertake a criminal record check in accordance with the University's Employee Background Checks Procedure.
2. Ability to work outside of normal office hours when required.
3. Australian residency or possession of a valid visa with work entitlement in Australia.

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

The founding principles upon which Murdoch University was established continue unabated today. We continue to be guided by the principles of:

- Equity and Social Justice
- Opportunity
- Sustainability
- Global Responsibility

These Murdoch principles come to life through our culture as evidenced by being an institution where the following are clear:

- Integrity
- Respect and Diversity
- Purpose
- Excellence and Future-focus

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 are to complete a Development Review Annually. Details of the University policies on Development Review can be accessed [here](#). A Commencing Development Review should be completed within 3 months of commencement.