

POSITION DESCRIPTION & PERSON SPECIFICATION

Position: OUSA Digital Content Coordinator

Reports to: Marketing & Communications Manager

Direct reports: Nil

Location: OUSA, University of Otago, Dunedin

Organisation:

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service - representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic)

The OUSA Organisational Plan details the OUSA strategy and services, including the contribution of the Marketing and Communications Team.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

The OUSA Executive (the elected student members) run campaigns and represent student views to the University and other external bodies.

Structurally, OUSA is divided into 8 departments: Corporate Support; Events; Marketing and Communications; Clubs and Socs; Critic; Planet Media Sales; Radio One and Student Support Centre. With approximately 50 staff and many more volunteers, OUSA is a substantial organisation.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer who values inputs from all staff.

Communications & Marketing Team:

The Marketing and Communications team creates the look and tells the story about the ultimate student experience that the OUSA provides.

The Marketing and Communications Manager is the conduit between the media and the OUSA, effectively communicating the story of student life, as well as marketing planning for all OUSA departments.

The Designer is the person responsible for design of all OUSA promotional material and is the OUSA brand and web champion.

The Marketing Coordinator is the conduit between OUSA services and the student body, effectively communicating the OUSA events, initiatives and goals.

The Digital Content Coordinator supports the Marketing & Communications team through website project administration, digital content creation for social media engagement and building the OUSA's digital profile.

The Marketing and Communications team shares expertise and synergies with Radio 1, Critic, the OUSA Clubs & Societies Centre, OUSA Student Support, as well as the University Union and external partners.

Position purpose:

- Provide administrative support to the OUSA website re-development project
- Manage the transition of existing content from the current website
- Plan, develop and generate new, engaging and relevant website content, both written and visual in conjunction with Marketing & Communications team
- Develop content guidelines & training documents for OUSA internal departments
- Assist with the management of content across all of the OUSA's digital platforms (i.e. websites, digital screens, social media platforms, photographic resources, newsletters, etc.)
- Build the OUSA digital awareness, educate departments and increase engagement across multiple platforms, especially our website and social media channels
- Ensure the OUSA has high engagement with members, and be responsive to mediums that are effective
- Support the Marketing and Communications Manager to deliver excellent marketing and communications services

Scope and Purpose of Job:

Using the resources and systems of the OUSA Marketing & Communications Department and under the direction of the Marketing & Communications Manager, actively generate and develop content for OUSA's digital platforms, in particular the new OUSA website. The Digital Content Coordinator will be expected to learn the systems in place and work reliably within them. Additionally, they will be given direction on extra tasks from time to time.

This is a fixed term position, with an expected average of 15 hours per week. The precise hours are flexible and will be dictated by the work flow of the department.

Qualifications and Experience

- Appropriate website, marketing, digital marketing qualification or equivalent experience
- Proven experience as a content manager (web and digital)
- Technical knowledge of HTML and web publishing
- Writing skills in relation to a diverse set of audiences
- Skills in writing, proof reading and editing for an online medium
- Knowledge of social media strategies across multiple platforms
- Media, publications and/or design skills
- Knowledge of website administration
- Knowledge of database and design programmes
- Proficiency in Adobe Creative Suite highly desirable
- Good organisational and time-management skills
- Attention to detail

Health & Safety

- The Employee is responsible for taking all practicable steps to ensure her/his own safety at work and ensuring no harm is caused to any other person in the workplace.
- The Employee is responsible for familiarisation and compliance with the OUSA/PMDL Health & Safety Policies and Procedures Manual.