



# Web and Digital Strategy Manager

MARKETING AND COMMUNICATION  
CHANCELLERY DIVISION



## About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at [www.qut.edu.au](http://www.qut.edu.au).

### Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

### QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

## About Chancellery

The Vice-Chancellor and President is responsible to Council for providing leadership to the University and for the academic, financial and administrative functions of the University. The Vice-Chancellor is also QUT's chief representative on external forums.

The Vice-Chancellor leads the Chancellery Division which includes the Business Development and International Portfolios, Indigenous Strategy, Government Relations and Policy, Assurance, Risk and Integrity Services, Marketing and Communication, and Finance Business Solutions.

The Office of the Vice-Chancellor provides support and manages the business of the Vice-Chancellor and Chancellery Division. The Chancellery supports the University Executive in fulfilling their responsibilities to Council for providing leadership to the University and its academic, financial and administrative functions.

## About Marketing and Communication

The Marketing and Communication Department is responsible for:

- Building and protecting QUT's brand and reputation
- Engaging and recruiting future students
- Ensuring communications from QUT are effective and of high professional standard.

As well as professional services provided to the university community, the Department is responsible for a variety of corporate communication functions and oversees relevant policies, protocols and governance arrangements.

## About the Position

The Web and Digital Strategy Manager provides leadership and strategic advice on

web and digital marketing to meet the strategic goals of the university.

Highly collaborative, this position is instrumental in ensuring a cohesive digital service across all mediums, positioning QUT as the university for the real world.

This position reports to the Associate Director, Brand and Digital Communications for supervision, workload management and for Performance Planning and Review (PPR).

#### **Key responsibilities include:**

- Provide leadership and strategic advice in web and digital strategy for the university, ensuring a cohesive digital service across all mediums.
- Oversee the Web Content, Web Solutions (Development) and Digital Marketing teams, with direct supervisory responsibility for three staff.
- Define and implement corporate and faculty digital campaigns, working collaboratively with other teams to acquire and nurture (advertising, marketing automation, SEM and nurture program, CRM and data management).
- Drive innovation and high performance in web and digital activities, using web optimisation to continuously improve and maximise the performance of our website, providing a high quality user experience aligned to our brand.
- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multiskilling in consultation with their supervisor;
- work across campuses

#### **Type of appointment**

This appointment will be offered on an ongoing, full-time basis.

#### **Location**

Kelvin Grove campus.

## **Selection Criteria**

#### **Essential:**

1. Education, training and/or experience equivalent to postgraduate qualifications with extensive relevant experience in online marketing (web and e-commerce) and/or a related discipline.
2. Demonstrated experience leading a web and digital strategy for an organisation.
3. Demonstrated experience in leading, coaching and developing an innovative, creative team within a large organisation.
4. Proven skills in strategic, high level planning with accountability for significant organisational programs in marketing or a related discipline.
5. Highly collaborative and strong communication skills including the ability to effectively negotiate and influence a range of stakeholders in multiple organisational areas.
6. Proven ability to think creatively with strong problem solving skills to develop, deliver and evaluate cohesive, future-focussed, user-driven services.

#### **Desirable:**

1. Skills and expertise in web design, digital marketing and web analytics.

#### **Remuneration and Benefits**

The classification for this position is Higher Education Worker Level 10 (HEW 10) which has an annual remuneration range of \$142,960 to \$159,897 pa. Which is inclusive of an annual salary range of \$122,188 to \$136,664 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay period of December 2021) and superannuation (superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and, subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Working at QUT](#) page.

### Information for applicants

The position is open to applicants who have ongoing full-time work rights in Australia. In support of our strategic priority of Indigenous Australian success, Aboriginal Australians and Torres Strait Islander people are encouraged to apply.

For further information about the position, please contact Natalie Ryan, on (07) 3138 3026; or for further information about working at QUT contact Human Resources on (07) 3138 4104

Candidates who are interested in the position are encouraged to apply even though they may feel they are not strong on individual selection criteria.

In assessing merit, the panel will take into consideration “performance or achievement relative to opportunity”. We recognise that many staff today have a range of personal circumstances, and career histories that challenge traditional ideas of a staff member. This may mean, for example, prioritising the quality of achievement rather than the quantity, as considerations of part-time employment, career interruptions and significant periods of leave are taken into account when assessing performance or achievement.

### How to Apply

For further information and to apply, please visit [www.qut.edu.au/jobs](http://www.qut.edu.au/jobs) for reference number **20705 c**).

When applying for this position, a Curriculum Vitae and up to a two-page covering letter outlining your suitability for the role against the selection criteria will be required.

**Applications close** 15 February 2021