



ORMOND COLLEGE
THE UNIVERSITY OF MELBOURNE



POSITION DESCRIPTION: DIGITAL COMMUNICATIONS ASSOCIATE

Position:	Digital Communications Associate
Reports to:	Associate Director - Marketing
Employment Type:	Full-time, 12-month contract with potential to extend
Remuneration:	\$70,000 per annum plus Super
Superannuation:	12%

About us:

We're home to two thriving education hubs where talent and ideas flourish for individuals who want to have a disproportionate impact on the world.

The Wade Institute of Entrepreneurship exists to empower the next generation of audacious entrepreneurs and to be the birthplace of game-changing enterprises; delivering the University of Melbourne's Master of Entrepreneurship.

Ormond College is the largest residential College at the University of Melbourne and provides a living and learning experience to enrich students from all parts of the University and from all corners of the world.

The Marketing team is responsible for managing marketing end-to-end for Ormond College and the Wade Institute of Entrepreneurship to deliver on brand, recruitment and partnership strategic objectives.

The opportunity:

This newly created role is for a creative all-rounder and digital storyteller who uses writing, design & organization skills to create brands people love; driving deeper engagement and wider reach.

Reporting to the Associate Director - Marketing and working alongside the Communications Associate and photography/videography interns, you'll help us plan, create and publish awesome content to help our community (Ormond College and Wade Institute) understand what we're about, recruit new students and bring value to our partnerships.

The role:

- Produce content (in collaboration with our Communications Associate & interns) tailored for different audiences across various channels, including social media, eDMs, website, blog, eNewsletter, marketing collateral, alumni magazine, PR.

- You'll manage and execute the social media calendar - plan what we post and when, schedule/publish, and manage comments. As well as proactively engaging with and sharing content from our online community.
- Design and implement communication campaigns around event promotion, key initiatives, new programs, application rounds, etc.
- Identify and manage content collaboration opportunities with partners/influencers.
- Critically assess digital performance and develop responses to this.
- Keep a finger on the pulse of consumer trends and proactively suggest marketing opportunities.
- Manage website content updates and monitor the user experience.
- Create marketing collateral from in-house templates e.g. promotional posters, invites, flyers.
- Some work outside of normal weekly hours to support social media presence at events, as required.

Who we're looking for:

- A strong collaborative, action-oriented and continuous learning mindset with great creative instincts.
- Excellent and adaptable written and storytelling skills, with great attention to detail – you write the kind of copy that makes people pay attention.
- 1-2 years social media management experience.
- Entry level graphic design experience – InDesign, Photoshop
- Excellent ability to prioritise, plan and meet deadlines; while also agile enough to respond to opportunities
- Familiarity with entrepreneurship landscape/marketing to 17-25 yr olds, is highly regarded
- Any video-editing or photography skills is highly regarded or a strong desire to learn is favorable

What's in it for you:

- 12% superannuation
- Modern marketing experience at its best
- Welcoming culture with a team of creative, commercially-minded, ambitious people who are passionate about our mission
- Career growth and professional learning opportunities
- We actively work on creating a safe inclusive environment with a focus on work/life balance
- A stunning building and park-like campus
- Employee benefits include: free on-site gym, free on-site parking, EAP Program, staff social events & activities

Appointment:

Desirable commencement date for this appointment is March 2018

Applications:

Please submit a covering letter, addressing the key selection criteria, and resume to Pamela Reddi Coronell, Associate Director - Marketing. Applications must be submitted **by email** to preddicoronell@ormond.unimelb.edu.au