



### **POSITION DESCRIPTION**

<b>TITLE OF POSITION:</b> Faculty Digital Media (Web) Co-ordinator	<b>SERVICE AREA:</b> Faculty Office, Faculty of Design and Creative Technologies	
<b>REPORTS TO:</b> Head of Academic Office	<b>DATE:</b> January 2010	
<b>TENURE:</b> Fixed-Term	<b>PROPORTION:</b> Full-time	<b>SALARY BAND:</b> TBC

#### **PURPOSE:**

A short term project to establish a professional presence on *AUTonline* and associated web pages on the AUT website for all the Faculty academic programmes and departments. The coordinator will be responsible for coordinating the design, structure and content of the web pages and instigating electronic methods of communication between students and staff. Systems and procedures will also need to be established to ensure the ongoing maintenance of the information once the project is concluded.

#### **CLIENT BENEFIT STATEMENT:**

The Faculty Digital Media (Web) Co-ordinator will play a vital role in establishing a professional web presence for the Faculty and its different units on the University website and *AUTonline* as well as instigating electronic methods of communication with stakeholders. Effective performance will result in the Faculty and all its components having a professional presence on both the AUT website and *AUTonline* in accordance with Faculty needs and AUT guidelines.

This position will be responsible for co-ordinating the design, structure and content of the Schools' web pages and *AUTonline* presence. Effective performance will result in optimum performance of the websites and electronic media, high quality online publications and a positive contribution to the ongoing content delivery of these essential communications with students, prospective students, staff, industry and other key stakeholders alongside the developments of new initiatives that have a software based focus.

#### **RELATIONSHIPS AND LINKAGES - EXTERNAL:**

- Software tools and product suppliers as required.
- Other AUT associates involved in the use or development of AUT's websites and electronic tools.

#### **RELATIONSHIPS AND LINKAGES - INTERNAL:**

- Dean
- Deputy Dean
- Associate Deans
- Head of Academic Office and team
- Marketing Manager
- Faculty Office staff

- Heads of School
- Programme Leaders
- School Registrars
- Faculty Flexible Learning Advisor and CEPD staff
- University Relations
- Web centre Team
- Designated Faculty webpage administrators
- Other AUT staff involved in the maintenance of AUT website, AUTonline and electronic media

#### **KEY ACCOUNTABILITIES:**

- ⇒ To design and construct inspiring and interactive websites and associated content with a particular focus on *AUTonline* and associated web pages on the AUT website.
- ⇒ Establish systems and operational procedures to ensure the ongoing maintenance of content on *AUTonline* and associated web pages on the AUT website.
- ⇒ Investigate and instigate electronic methods of communication with stakeholders for the Faculty of Design and Creative Technologies.

#### **Key Tasks and Expected Results:**

- 1. To design and construct inspiring and interactive websites and associated content with a particular focus on *AUTonline* and associated web pages on the AUT website.**
  - Liaise with Faculty and School staff to assess their digital media needs.
  - Liaise with the Faculty Flexible Learning Advisor and relevant CEPD staff to gain an understanding of AUT's use of Blackboard and *AUTonline*.
  - Gain a working understanding of AUT's internal web standards and develop relationships with AUT's Web, RR and Marketing teams.
  - In discussion with relevant Faculty staff establish a coordinated presence for each School/Department across the Faculty on *AUTonline* and associated AUT website pages.
  - Ensure web content is developed and maintained to a professional standard of visual communication, graphic design and informational design.
  - Advise and assist in the design and development of web-based resources for the Faculty and Schools in discussion with relevant staff.
- 2. Establish systems and operational procedures to ensure the ongoing maintenance of content on *AUTonline* and associated web pages on the AUT website.**
  - Systems and operational procedures are documented and communicated to relevant staff.
  - Guidelines for developing and maintaining web-based Faculty information to the highest standards are written and available for staff.
  - Initial training and support for academic and allied staff involved in the development and maintenance of *AUTonline* content is provided in discussion with the Faculty Flexible Learning Advisor.
- 3. Investigate and instigate electronic methods of communication with stakeholders for the Faculty of Design and Creative Technologies.**
  - Develop methods of electronic communication to remove paper based systems for students and staff.
  - Develop online forms to streamline operations across the Faculty.
  - Establish a staff handbook/organisation on *AUTonline* for the Faculty.
  - Investigate means of electronic communications to improve contact with all stakeholders that could contribute to a reduced spend in print publications.

- Create a consistency around the look and content for the Faculty's online digital media and forms.
  - Document all changes, implementations and support issues.
- 4. Contribute to the function of a high performing team.**
- Act as a Faculty representative in meetings and discussions involving AUT's website and Faculty/School presence/content.
  - Actively contribute to the enhancement of team performance and the achievement of Faculty, School and AUT goals.
  - Attend meetings when required to provide regular updates and feedback.
  - Proactively establish working relationships with relevant Faculty and University staff.
  - Assist with special projects or other tasks as may be required from time to time.
  - Employ professional codes of conduct in all dealings with staff, students, suppliers and other individuals.
- 5. Develop self for current and future employment**
- Knowledge and skills are developed and maintained for competent performance of current position.
  - An Individual Development Plan is agreed, implemented and reviewed annually.
- 6. Ensure a Healthy and Safe Work Environment**
- Understand health and safety responsibility according to health and safety legislation.
  - Understand emergency and evacuation procedures.
  - Participate in health and safety audit work.
  - Identify and report hazards, consistent with AUT policy and procedures.

**This document covers the broad results expected from the position and will form the basis of specific objectives to be agreed and reviewed on a regular basis.**

#### **JOB COMPLEXITY**

Design and Creative Technologies is a large Faculty of over 3,700 EFTS delivered across approximately 60 academic qualifications, ranging from postgraduate to certificate level. There are four Schools, an Interdisciplinary Unit and a number of Research Centres and Institutes. The Faculty Digital Media (Web) Co-ordinator will work with these different units to develop a coordinated suite of websites and online media to achieve Departmental, Faculty and University goals.

The incumbent will need to work independently, without supervision and needs to demonstrate initiative and creativity with regards to problem solving. They must have excellent time management skills.

The position requires highly developed communication skills with the ability to develop working relationships and relate to people at all levels from a wide variety of backgrounds and cultures. A degree of diplomacy is required in order to match expectations from individual users with those of the university's web and online objectives.

#### **AUTHORITIES**

##### **Financial Authorisation Limits**

Nil

##### **Staff Supervision**

No staff report to this position

## **PERSON SPECIFICATION**

### **FORMAL QUALIFICATIONS:**

- Tertiary qualifications to a level that provides the knowledge and skills required to perform the job effectively and efficiently.

### **KNOWLEDGE:**

- Experience and confidence in utilising information and communication technologies.
- Must be able to demonstrate a familiarity with and competence in applying website design principles and techniques.
- Experience of the Blackboard Learning Management Software or similar.
- Proficiency in Adobe CS suite (HTML and some action script preferred), Photoshop, / Dreamweaver, Flash/illustration knowledge desirable.
- Proficiency in MS Office.
- Proficiency in developing forms and interactive pages.
- Proficiency in working with Content Management Systems.
- Experience of working in a tertiary environment would be a benefit.

### **SKILLS:**

- Highly developed computing skills and competence with associated technologies.
- Proficiency in the use of web editing and design software, and image production applications.
- An understanding of the principles and operating implications of shared databases.
- Strong attention to detail.
- Ability to work independently, prioritise tasks and meet deadlines.
- Problem-solving and investigative skills.
- Effective communication skills, including the ability to translate jargon into simple language and interpret ideas and requests.
- Ability to think laterally and conceptually.
- Ability to establish and maintain effective working relationships with people at all levels and from a variety of different backgrounds and cultures.
- Active listening skills.
- Self management skills (including behaviour, organisation and time management).

### **ATTRIBUTES:**

- Vision and initiative.
- A quick learner with good design and technical aptitude.
- Customer service focus with a practical results-oriented approach.
- Accurate and methodical.
- Responsible, reliable and punctual.
- Patience, sensitivity, empathy and cultural awareness.
- Able to work effectively under pressure.
- Industrious, proactive, enthusiastic and self motivated.
- Well organised.
- Responds positively to challenges.
- Behaves professionally and ethically in all aspects of the role.