Position Title	Digital Specialist
Group/Portfolio	Marketing and Communication
Classification	HEW 6
Position Number	00059945
Reports To	Digital Performance Specialist
Employment Type	Continuing

1.0 Position Purpose

The Digital Specialist is responsible for developing and supporting the university's recruitment and reputation objectives by improving the quality and consistency of our brand through our digital/online presence. Working within the Web Management team, this position provides technical advice that assists in the administration, development, and coordination of the day-to-day operations of the university website. This includes web content management and advice, Electronic Direct Mailing, web analytics and Search Engine Optimisation.

2.0 Eligibility Requirements

- Tertiary qualification relating to web development and/or information technology.

3.1 Key Responsibilities

- Create web sites and web pages from a variety of media, repurposing content appropriately for use on the web, taking into consideration best web practice, ensuring it adheres with the Griffith brand and strategic priorities of the University.

- Apply or update access permissions for staff to the web content management system and other marketing tools and systems as well as defining web content audiences.

- Provide up-to-date and relevant web advice, assisting with training where necessary to ensure accessibility, usability, and compliance with best practice.

- Management of publisher accounts including google analytics, SharePoint, WordPress and ensuring effective use of bespoke applications.

- Identify, develop, and implement guidelines, processes, and training resources to train and mentor team members and the wider publishing community and organisation in the delivering of integrated website and digital solutions on a day-to-day basis.

- Manage user accounts and workflows within the CMS and list management application.

- Maintain and analyse metrics to ensure the effective use of Griffith University's online presence, making recommendations for improvement, and the wider university where required.

- Ensure compliance with relevant legislation and University policies and procedures, including equity and health & safety and exhibit good practice in relation to same.

- Be a leading example of the principles and values embodied in the University's Code of Conduct, and behave, act, and always communicate to reflect fairness, ethics and professionalism.

4.0   Key Capabilities

- Griffith University identifies the attributes of resilience, flexibility, creativity, digital literacy, and entrepreneurship as critical to our graduates' success, in the rapidly changing future world of work. We have established a Griffith University Capability Development Framework to provide a common language of some of the non-technical organisation skills that will support our staff to thrive now and into the future. The Capability Development Framework will assist you to understand the current skill level of this position in the non-technical but critical skill domains that are increasingly important in a changing workplace context.

  To read about some of the non-technical organisation skills for this position, please see the Leads Self section of our Capability Development Framework.