Position Description

Position title	Digital Engagement and Communications Adviser
Department	Business Services
Division	Libraries and Learning Services | Te Tumu Herenga
Reports to (Title)	Team Leader, Digital Engagement and Communications
Direct Reports	None
Professional Staff Collective Salary Level	F
Functional Relationships with	Digital Engagement and Communications; Academic Engagement; LLS Staff; Communications and Marketing

MAIN PURPOSE OF POSITION

To support the implementation of the digital engagement and communications framework for Libraries and Learning Services | Te Tumu Herenga, promoting the value of the division and increasing the exposure, discoverability and use of services and resources to key audiences and stakeholders in line with the division's strategic vision and priorities.

Advisers will work within designated, audience- and skills-based portfolio areas, to support business as usual (BAU) work requests and strategic projects. Advisers will work collaboratively and flexibly with the Digital Engagement and Communications team in the delivery of services.

KEY ACCOUNTABILITIES	RESULTS/STANDARDS EXPECTED
Operational Activities	• Contribute to the development of the division digital engagement and communications framework and actively measure and monitor its effectiveness. • Provide training, documentation and reports for the team and division staff as necessary. **Digital Engagement** Contribute to the delivery of a range of Digital Engagement and Communications services with a focus on the following activities: • Web publishing updates in CMS, to keep LLS website and intranet content fresh, relevant and updated. • Website maintenance and problem solving. • Co-ordinate and support social media posts and ongoing activity. • Undertake digital design and web form design to support web presence development, promotional materials and audience engagement. • Analytics support and reporting for web and social media. • Undertake usability testing and functional testing to ensure discoverability of resources and services, and the centrality of the user within the LLS digital experience.

	Communications
	Contribute to the delivery of a range of Communications services with a focus on the following activities:
	• Develop and implement targeted communications plans as part of the Libraries and Learning Services communications framework and content planning process.
	• Collaborate with the team and division staff (Service owners and Content owners) to ensure division content and material is regularly reviewed, accurate, engaging and appropriately edited for key audiences.
	• Develop content to promote division services and resources for diverse channels and audiences, aligned to the framework, content planning process and service division priorities.
	• Ensure division communications comply with the University of Auckland style guide, relevant guidelines and best practice.
	• Lead the development and implementation of photographic and video briefs for promotional materials.
	• Create and construct staff newsletter, to ensure relevant and fit-for-purpose content.
Continuous Improvement	• Work collaboratively toward operational and strategic continuous improvement initiatives at a University level and throughout the division.
	• Demonstrate excellent customer service through reliable, efficient and accurate execution of service deliverables.
	• Undertake professional development and continuing education within functional area in order to enhance and improve outcomes.
Equity Development	• Support the University's commitment to Māori, and Te Tiriti o Waitangi.
	• Demonstrate Equity behaviours and values aligned to the University Leadership Capabilities framework and Libraries and Learning Services values in day to day interactions with your team, stakeholders and the University.

KNOWLEDGE, SKILLS, EXPERIENCE AND CAPABILITIES

Qualifications	**Essential**
	Degree in a library and information related, communications and marketing, IT or equivalent discipline.
Experience	**Essential**
	Experience in a diverse range of communications and digital engagement activities. Relevant experience in relation to both portfolios:
	☐ Digitally savvy
	☐ Excellent communication skills
	☐ Exceptional stakeholder management skills
	☐ Relationship builder
	☐ Project management skills
	☐ Knowledge of CMS, HTML and CSS
	☐ Social media experience
	Preferred
	Experience working in a tertiary environment or large complex organisation.
Technical Skills and Knowledge	**Essential**
	Understanding of a range of applications and software as related to the role and designated portfolio areas.
	Understanding of user-centered design/design thinking approaches.
	Preferred
	Understanding of the New Zealand tertiary education sector
	AEM and AEM forms
	Google analytics and reporting for web and social media
	CRM platform experience

Leadership Capabilities	Essential *Refer to the Leadership Framework Table One.*
The five leadership dimensions and associated capabilities (5D Leadership) reflect and encourage a culture of distributed leadership for all staff. The Leadership Framework is an important part of how we attract, select, develop and enable staff achievement. For the annual Professional Staff performance and development planning and review process (EVOLVE), you and your manager will choose the appropriate capabilities as outlined in the EVOLVE process.	

DELEGATED AUTHORITY

Human Resources

No formal responsibility for staff.

HEALTH AND SAFETY

All staff have a responsibility for their own health and safety, and that of others who may be affected by their work and their acts or omissions. Staff will:

- Ask for assistance if they are unsure what to do
- Make themselves aware of and follow the contents of the University's Health and Safety Policy, standards and guidelines
- Undertake all health and safety training and induction, as required

- Report any unsafe or unhealthy working conditions or any faults in equipment to the Academic Heads or Directors of Service (or their delegated nominee)
- Ensure that all appropriate personal protective equipment is worn or used as required
- Familiarise themselves with and adhere to local emergency procedures and how to provide appropriate assistance to others

SUSTAINABILITY AND ENVIRONMENT

Staff must accept responsibility for, and contribute towards implementing the University's commitment to sustainability as defined in our Sustainability Policy and the on-going improvement of our environmental performance, as identified in our policy and Strategic Plan 2013 – 2020. This includes**:**

- Undertaking professional activities in ways that serve to reduce the consumption of energy, water and material resources, to minimise our wastes and emissions
- Considering and applying the Principles in the University's Sustainability Policy within the context of this position description and encouraging others to do the same
- Building on existing activities and applying a continuous improvement approach to identify, initiate and participate in new ones

FINANCIAL RESPONSIBILITY

Budget Expenditure
- No authority to commit to expenditure.

Purchase Orders
- No authority to approve or issue purchase orders.

Purchase Card (P-Card)
- No authority to use a Purchase Card (P-Card).

Correspondence
- No authority to sign external correspondence.

TABLE ONE: 5D LEADERSHIP CAPABILITIES
These capabilities are for Professional Staff (except Senior Leaders) and
Academic Staff: Lecturer, Research Fellow, Senior Research Fellow, Professional Teaching Fellow and Senior Tutor

Dimension	Capabilities
Exhibiting Personal Leadership Rangatiratanga Role modelling leadership behaviours to engage others and support the University's values and aspirations.	**Personal Attributes:** Displays integrity, professionalism, adaptability and courage, accurately perceiving and interpreting own and others' emotions and behaviours in the context of the situation to effectively manage own responses, reactions and relationships.
	Interpersonal Effectiveness: Communicates with clarity, using constructive interpersonal behaviours and interactions to influence others, resolves conflict and inspires cooperation and achievement.
Setting Direction Mana Tohu Establishing and committing to plans and activities that will deliver the University's strategy.	**University Awareness:** Displays an understanding of the international and commercial context in which the University operates and how the University works to successfully achieve results.
	Planning & Organising: Establishes courses of action for self/and others to ensure that work is completed efficiently, while building/contributing to a successful work/project/research team.
	Stakeholder Service: Ensures that the service provided to stakeholders is a driving force behind decisions and activities; crafts and/or implements service practices that meet the needs of stakeholders (including students and staff) and the University, including a safe and healthy environment.
Innovating and Engaging Whakamatāra Identifying, creating and responding to relationships and opportunities to improve and progress the University.	**Relationship Building:** Establishes and maintains effective working relationships with stakeholders inside and outside the University, using an appropriate interpersonal style to advance the University's objectives.
	Facilitating Change & Innovation: Facilitates and supports University changes needed to adapt to changing external/market demands, technology, and internal initiatives; initiates new approaches to improve results by transforming University/community culture, systems, or programmes/services.
Enabling People Hāpai Developing self, others and teams so they can realise the University's strategy and values.	**Scholarship / Professional Development:** Engages in discovering, integrating, applying and disseminating the knowledge and professional skills necessary to be successful in current and future roles; promotes collegiality and actively pursues development experiences to improve personal impact and that of the University.
	Valuing Equity: Works effectively to support the University's commitment to Māori, Te Tiriti o Waitangi and equity, and values the capabilities and insights of individuals (both inside & outside the organisation) with diverse backgrounds, styles, abilities, and motivation.
	Coaching and Developing Others: Provides feedback, instruction, and development guidance to help others (individuals and teams) excel in their current or future responsibilities; plans and supports the development of individual/team skills and abilities.
	OR
	Leading Teams: Uses appropriate methods and interpersonal styles to develop, coach, motivate, and guide the work/project/research team to attain successful outcomes and objectives.
Achieving Results Whai hua Accepting accountability for making decisions and taking action to deliver the University's strategy and deliver excellent results.	**Decision Making:** Identifies and understands issues, problems, and opportunities; compares data from different sources to draw conclusions and uses effective approaches for choosing a course of action or developing appropriate solutions; takes action that is consistent with available facts, constraints, and probable consequences.
	Delivering Results: Sets high objectives for personal/group accomplishment; uses measurement methods to monitor progress toward goals; tenaciously works to meet or exceed goals managing resources responsibly; seeks continuous improvements.