

POSITION DESCRIPTION



Part A - Role Specification

Role Title:	Digital Content Lead	Date last reviewed:	July 2021
Business Unit:	Marketing, Digital and Business Development	Department:	Digital Member Engagement
Classification:	Non Award	Level of Work: <i>(refer to guide)</i>	High Quality (I)
Role Reports to (role title):	Managing Editor, Digital Channels		
Direct Reports (role titles):	None		

Unique Value Add (<i>Succinct statement of why the role exists; the purpose</i>)
Promote user-centred design and strong engagement with RAA’s digital channels through the production and publication of high-quality, informative and engaging multimedia content.

Work Health and Safety Accountabilities
<ul style="list-style-type: none"> • Takes personal responsibility for their own safety and that of others and ensures their work environment and practices are safe. • Perform their duties in accordance with the RAA Work Health and Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work.

Key Result Areas (<i>Outcomes of the role and the desired behaviours to be exhibited in the role</i>)	
KRA	Accountabilities (3-5 key accountabilities per KRA)
Content curation	<ul style="list-style-type: none"> • Assist the Managing Editor, Digital Channels to lead regular reviews and updates of all digital content to drive increased conversion, best member experience and business objectives. • Brainstorm and pro-actively generate innovative, relevant content ideas that will drive engagement and achievement of digital goals for our digital applications. • Review and update website content, as required, to ensure adherence to: accessibility, SEO principles and goals, site map and architecture. • Work with UX and the broader digital cross-functional team to ensure web design and member experience can be achieved with strong content.

Content production	<ul style="list-style-type: none"> • Provide content oversight and representation for key work streams as part of Digital cycles and BAU work, including stakeholder engagement. • Formulate multi-media content across RAA's digital applications and channels, as instructed by the Managing Editor Digital Channels. • Lead responses to in-bound content requests and work with the cross-functional digital team to meet business needs. • Review and update all technical content, including, but not limited to, tags, metadata and instructional UX copy. • Lead the production and management support for inventory of all content required for our digital applications, such as: video, audio, documents, fact sheets, copy and more. This may involve working with internal and/or external stakeholders. • Work through all stages of the content development process, including researching, writing/filming/production, designing, editing, proofing, and publishing.
Project Coordination	<ul style="list-style-type: none"> • Support the Managing Editor Digital Channels to develop content plans and frameworks and to implement them over time. • Contribute to the team's plan for digital projects and initiatives. • Assist the Digital Content team to recommend and plan initiatives based on UX opportunities identified through stakeholder engagement, research and evaluation.
Planning, Budget and Development	<ul style="list-style-type: none"> • Contribute to the planning, development and implementation of annual Digital Content team's business plans and budgets. • Assist with the fulfilment of team targets and staff development plans as directed by the Managing Editor, Digital Channels. • Assist the Managing Editor, Digital Channels to develop effective digital content practices that integrate into waterfall and Agile project delivery approaches and respond to changing business strategy and context.
Customer Service and Relationships	<ul style="list-style-type: none"> • Deliver exceptional and professional service to members and internal/external customers by identifying, responding to and satisfying their needs. • Demonstrate a strong customer focus whilst meeting corporate objectives and complying with all relevant acts, guidelines, work practices and RAA quality standards. • Develop and maintain positive and professional relationships with internal and external stakeholders and service suppliers, and digital agencies, to develop or implement digital content strategies and initiatives. • Build strong working relationships with all areas of the business, particularly IS Digital Services, Brand & Membership, and Product Marketing & Distribution, to ensure successful outcomes are achieved.

Performance Analysis & Reporting	<ul style="list-style-type: none"> • Establish and maintain accurate and timely reporting frameworks for internal and external teams on digital content performance. • Collaborate with the Digital Content team to identify, track and report content metrics and benchmarks for digital products and features based on business goals, best practice and key moments in the customer journey. • Assist the Digital Content team to identify and recommend content improvements to digital products and features based on performance. • Assist the Digital Content team to provide reports on content effort and outcomes for post-project implementation reviews.
Continuous Development Program	<ul style="list-style-type: none"> • Actively participate in graduate rotations within other internal teams, including – but not limited to – Marketing, Innovation, Digital Technology Services and Data. • Participate in the CDP process by continually seeking and giving feedback, by Job Planning and by active involvement in CDP discussions; • Ensure that CDP discussions and documentation are completed effectively and within necessary timeframes.

Key Authorities (A summary of delegated authorities needed to effectively fulfil the role accountabilities)

People (Authorities to manage people relationships)	
Authority for Direct Reports <ul style="list-style-type: none"> • None 	Authority for Cross Functional Relationships <ul style="list-style-type: none"> • Coordinate TIRR authority for Digital UX, Digital Insights, Digital Delivery • Prescribed TIRR authority for Digital UX, Digital Insights, Digital Delivery

Financial (Authorities to spend money)
<ul style="list-style-type: none"> • L1 Financial Delegations - refer RAA Delegations Guide

Technology/System/Process (Authorities to access and use IT systems, undertake certain processes)
<ul style="list-style-type: none"> • Jira and Confluence • Landscape • LaRAA • Sitecore • Adobe suite, including PhotoShop and InDesign • Google Analytics

Part B - Person Specification

Qualifications (*Indicate whether mandatory or desired*)

- Tertiary qualifications in journalism, media, communications, marketing or a related field is mandatory.
- Additional studies and/or experience in journalism/copy writing is desirable.

Skills and Abilities (*Individuals capabilities, include level of proficiency*)

Specialised / Technical skills

- Strong understanding of modern journalism principles and techniques and writing for different text types.
- Strong understanding of SEO principles and strategies to enable improvement.
- Strong problem-solving skills and ability to turn complex content into easy-to-understand information.
- Basic understanding of consumer needs and user experience principles.
- Strong skills in information architecture, UX writing and content development.
- Ability to respond effectively to and prioritise multiple tasks and requests at short notice

Interpersonal Skills

- Strong interpersonal, communication and organisational skills.
- Strong stakeholder engagement skills to define project goals, gather requirements and validate design solutions.
- Highly developed written and oral communication skills to communicate UX solutions to cross functional teams and stakeholders.
- Ability to work with limited supervision to meet strict deadlines and to work collaboratively as a team member to achieve agreed goals
- A willingness to embrace change and to adapt strategies on the fly

Personal Attributes

- Results-oriented team player with integrity and commitment to achieve planned outcomes and align with organisational values.
- Demonstrates personal leadership and accountability to meet deadlines and achieve planned outcomes.
- Develops and maintains a professional reputation with and on behalf of the RAA.
- Passion for learning and self-improvement
- Works autonomously to get the job done without day-to-day direction.

Knowledge (*Factual or procedural information needed to perform in the role*)

- User-centred design
- Current and emerging digital technologies, trends and best practice
- Design thinking, Agile and Lean UX methods including design sprints
- Best-practice journalism techniques
- Mobile and responsive design principles and techniques
- Usability and accessibility principles and techniques
- Web analytics, search engine optimisation and marketing methods (SEO/SEM)
- Content management and authoring systems
- Knowledge of Sitecore
- Strong knowledge of Microsoft applications
- Working knowledge of Adobe design applications

Experience (<i>The minimum amount of experience required to perform in the role</i>)
<ul style="list-style-type: none"> • Exposure to and working knowledge of visual design applications, including PhotoShop, and Illustrator. • Demonstrated experience creating multi-media content for a range of channels and styles – including writing copy, producing fact sheets, producing videos and basic image editing. • Experience in product copy of a high standard for online publication. • Demonstrated experience in planning, researching and coordinating content production. • Experience in broadcast journalism, with training in how to tell a story and communicate complex ideas simply, using words, images, audio and video, and an understanding of how to create content that draws an audience.

Additional Requirements
<ul style="list-style-type: none"> • Perform other duties as requested by the Managing Editor, Digital Channels where generally consistent with this position and within current level of competence. • From time to time willingness to work flexible hours required to achieve necessary outcomes. • Some intra and interstate travel required on an ad-hoc basis. • Maintain a sound understanding of legislative and compliance matters and ensure all tasks performed meet these requirements.

<p>Reviewed by:</p> <p>Name: Stephanie Abbatista</p> <p>Role Title: People & Capability Consultant</p>	<p>Date: 2 July 2021</p>
<p>Approved by:</p> <p>Name: Marija Filipovic</p> <p>Role Title: Senior Manager Digital Member Engagement</p>	<p>Date: 2 July 2021</p>