

**POSITION DESCRIPTION – General Staff
For levels 1 to 5**

Position Title: Copy Writer

Level: 5

Division: Planning, Marketing & Communications

Division: Department: Strategic Marketing & Communications

Primary purpose of the position:

Taking direction from the Design and Creative Services Coordinator, this role is responsible for researching, developing and implementing creative content for marketing and communications for a range of audiences, across print and online media, including brochures, advertising, web pages, social media, video—all of which bring life to the UOW brand.

Position Environment:

The position is located in the Planning, Marketing & Communications Division (PMCD), which comprises a Strategic Planning unit, an Institutional Reporting, a Rankings & Reputation Unit and a Strategic Marketing, Communications & Media Unit. Sponsored by the Senior Deputy Vice Chancellor the Division has approximately 30 staff and ensures that a coordinated synergy exists between all areas of Strategic and Operational Planning, establishment of KPI's, strategic marketing, media relations, monitoring of KPIS, University rankings & positional reputation and Government reporting. The division interacts regularly with the wider University community, other Universities and Government bodies.

The Strategic Marketing & Communications (SMC) unit is responsible for the management of UOW's brand and reputation, and all aspects of the University's marketing, communications and media-relations activities.

By fostering proactive relationships across the University, the unit develops and implements effective marketing and communication strategies. The unit guides and coordinates communication efforts that connect UOW audiences with relevant messages and approaches that align to UOW's strategy.

Major Responsibilities:

Responsibilities		Outcome	Percentage of Time
1	Research and author content for UOW brochures, websites, newsletters, social media sites and other media channels.	Content creation is on brief and aligned to UOW business objectives.	25%
2	Accurately edit and proofread marketing documents as required, and effectively manage approval processes.	Projects are accurate, approved appropriately and on brand.	25%
3	Assist with the production of creative projects for the full range of media platforms.	All materials produced to brief and are on brand.	20%
4	Liaise with Marketing Communications Coordinators within SMC and other UOW stakeholders to promote the UOW brand, ensure clarity of communication briefs, task progress and expectations.	Tasks are delivered to brief and agreed timeline.	15%
5	Assist with curating all aspects of the University's brand voice; enabling and empowering stakeholders to consistently apply and enhance the brand.	UOW brand is managed, applied consistently and appropriately.	5%
6	Coordinate external specialists including artists, designers, photographers and videographers.	Specialist services are of a high standard and provided within budget.	5%
7	Liaise with external suppliers, printers and consultants, including UOW Printery	Material is produced efficiently and to a high standard.	5%
8	Observe principles and practices of Equal Employment	To ensure fair treatment in the	Ongoing

	Opportunity	workplace.	
9	Have OH&S responsibilities, accountabilities and authorities as outlined in the OHS Roles and Responsibilities Document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Design and Creative Services Coordinator
The position supervises the following positions:	Nil
Other Key Contacts:	Designers/Photographers/Consultants/Videographers Marketing and Communications staff in faculties and divisions Staff within the PMCD – including Senior Manager, Marketing and Communications, Strategic Communications Manager and Marketing Communications Coordinators, and Digital Marketing staff Information Technology Services Enterprise Content Management team

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent copywriting and journalistic skills.
- Excellent attention to detail and editing skills.
- Excellent working knowledge of Microsoft office suite.
- Working knowledge of key design software such as InDesign and Photoshop.
- Understanding and application of key marketing communications principles and an interest and awareness of trends in the target demographics and the macro environment.
- Ability to work well under pressure/handle several projects at once.

Desirable:

- Knowledge of UOW courses, activities, research and strategy.
- Knowledge of marketing and communication trends in the Higher Education sector.
- Project management skills

SELECTION CRITERIA - Education and Experience:

Essential:

- Bachelor Degree in Creative Writing, Professional Writing, Marketing, Communications, Media, Advertising or equivalent.

Desirable:

- Demonstrated experience working with graphic designers to deliver communications projects through the production processes.
- Demonstrated experience in the development of communications from conception through to delivery.
- Demonstrated experience producing material for the web.
- Demonstrated experience working with photographers to capture marketing communications images.
- Experience working in an agency or internal marketing/communications services department.

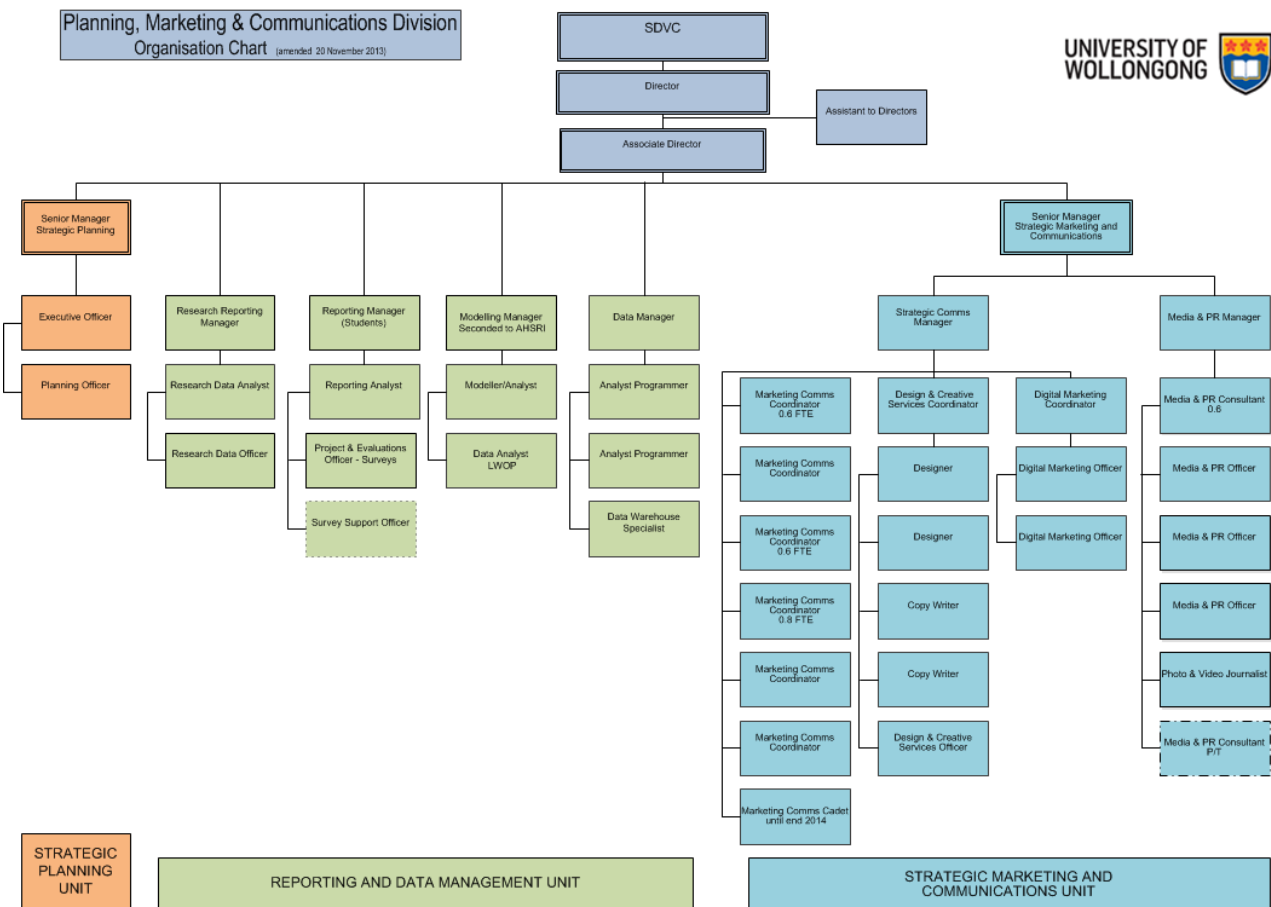
Personal Attributes:

- Effective time management skills.
- Initiative, enthusiasm and a positive attitude.
- Excellent communication skills.
- Able to work in a team environment.
- Ability to influence others.

Special Job Requirements:

The position holder may be required to travel and work extended hours from time to time.

Organisational Chart:



Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____