**ONLINE CONSULTANT
POSITION DESCRIPTION**

Position Title:	Online Consultant	**Position Number:**		**Faculty/Division:** Services & Resources
Classification:	HEO6	**No. Direct Reports & Highest Classified Position:** Nil		**School/Branch:** Technology Services
FTE: 1	**Reports to:** Senior Online Consultant	**Fixed** ☒ **Continuing** ☐		**Discipline/Unit:** Web Team
Position Summary:	The primary role of the Marketing and Strategic Communications unit is representation, communication and promotion of the University of Adelaide brand through both internal and external communications. Please note: This position is located in the Marketing and Communications branch but funded through Technology Services. The Online Consultant is the first point of contact for all queries from the University's web authors and internal clients. The position is responsible for providing advice on website structures and content suitability for University websites and public facing websites, consulting with University-wide web authors during all stages of web site development processes. This position also provides training, technical advice and support to University-wide web authors and maintainers and develops and maintains training material.			
Position Characteristics:	**Scope**		Working under limited direction, this position is responsible for providing advice on website structures and content suitability for University websites and public facing websites, consulting with University-wide web authors during all stages of web site development processes. This position also provides training, technical advice and support to University-wide web authors and maintainers and develops and maintains training material.	
	Significant internal/external relationships		• Marketing & Communications team members • Technology Services • University web authors and maintainers • Clients and Stakeholders	
	Special conditions		• Reasonable workplace adjustments will be made for people with a disability.	
	Delegations		Nil	

Key Responsibilities and Outcomes	1	Consult with Web Authors.	▪ Liaise with University-wide web authors during all stages of web site development processes
Describe the key responsibilities and outcomes required for the role in the normal course of work			▪ Consult with clients to determine web content requirements and develop website content maps for website development.
			▪ Build web site shells based on existing templates with the styles and navigation structures developed in collaboration with clients.
			▪ Provide technical support and advice to web authors and maintainers on the website development process.
	2	Consult with Clients and Stakeholders.	▪ Consult with University-wide web authors, clients and stakeholders regarding online communications and content
			▪ First point of contact for all queries from the University's web authors and internal clients
			▪ Provide direction on appropriate communications style and tone for online content.
			▪ Provide advice on website structures and content suitability for internal and public facing websites.
			▪ Provide advice on policy, compliance and accessibility issues.
			▪ Work with clients to optimise content for search engine ranking.
			▪ Edit and proof website content for publishing on the University website.
	3	Training and Support Services.	▪ Provide training, technical advice and support to University-wide web authors and maintainers
			▪ Develop and deliver training to University web authors and maintainers.
			▪ Provide technical support and advice to web authors and maintainers via phone, email or in person.
			▪ Develop and update training materials and technical documentation for University web authors and maintainers.
	4	Participate in Project work.	▪ Participate in core project work to support the aims and goals of the team
			▪ Undertake project work utilising the expertise acquired to contribute to the project outcomes.
			▪ Establish client requirements to meet the needs of key stakeholders.
			▪ Use the available tools to develop custom websites, surveys and forms to meet client requirements to University corporate standards.

Criteria	**Capabilities and Behaviours**	**Communication**	- Adapts style and content of communication of ideas and information to match the audience. - Uses appropriate communication methods for effective interactions with a preference towards personal interactions. - Uses high level communication skills (clarifying questions, summarising, paraphrasing) to ensure their meaning is understood. - Is persuasive and confident in communicating ideas.
		Service Focus	- Takes personal responsibility to resolve enquiries, requests or complaints. - Uses initiative in actively and promptly following up with clients to ensure satisfaction with the service. - Seeks and acts on client feedback. - Agrees expectations with client to ensure client understands service delivery timeframes.
		Relationship Building	- Respectfully interacts with people from diverse backgrounds and experiences. - Builds trust in relationships through maintaining confidentiality and keeping commitments. - Builds rapport by making informal contacts in own and other work areas.
		Flexibility & Adaptability	- Shows flexibility in coping with multiple and changing priorities. - Adapts to changes in environment and work demands, working effectively with a variety of situations and people. - Provides ideas for improvement and constructive input into change initiatives.
		Team Work	- Provides appropriate information, support and encouragement to enable successful task completion. - Actively participates in team meetings through sharing ideas and contributing to discussions. - Accomplishes shared goals through accepting joint responsibility. - Supports team members to achieve their goals by sharing workloads.

	Knowledge and Experience	▪ Sound working knowledge of HTML, CSS Skills & Content Management Systems. ▪ Experience in delivering training sessions and providing technical support and advice. ▪ Demonstrated experience in preparing content for online delivery. ▪ Demonstrated written communication skills with the ability to write for the digital environment. ▪ Knowledge of content optimisation, web readability, and reading ease guidelines and accessibility compliance. ▪ High level of organisational/administrative skills, including the ability to prioritise and manage work. ▪ Demonstrated experience of working in a large and complex business environment, with higher education section experience is desirable.
	Qualifications	▪ Relevant degree with subsequent relevant experience; or ▪ An equivalent combination of relevant experience and/or education/training. ▪ Training qualifications desirable
Occupational Health, Safety and Welfare Requirements		• All Supervising staff are required to implement and maintain the University's OH&S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions.
University Expectations		All staff are expected to: • Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors; • Participate in the Planning, Development and Review which includes a regular review of their performance against the responsibilities an performance objectives associated with the role and demonstration of appropriate behaviours which reflect a commitment to the University's values and strategic directions; • Perform their responsibilities in a manner which reflects and responds to continuous improvement; and • Read, understand and comply with all University policies and procedures.

Approvals: **Head of School / Branch Manager**	**Head of School / Branch Manager** Name: Mark Gregory Signature: Date:	**Director Human Resources** Name: Signature: Date:
Acknowledgement of Incumbent	I have read and understood the requirements of the position Name:*(please print)* Signature: Date:	