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Position Title:	Web Development Officer	Position Number: 00017906		Faculty/Division: Professions
Classification:	HEO5	No. Direct Reports & Highest Classified Position:		School/Branch: Professions Office
FTE: 1.0	Reports to: Online Marketing and Systems Development Manager	Fixed ☒ Continuing ☐		Discipline/Unit:

Position Summary:	The Faculty of the Professions is one of five faculties at the University of Adelaide. It is comprised of four schools: the prestigious Adelaide Law School, the School of Architecture and Built Environment, the Adelaide Business School and the School of Economics, in addition to a number of specialist Centres and Institutes. The Faculty offers a range of undergraduate and postgraduate degrees and has strong connections with business and industry. It offers a contemporary, intellectually stimulating and rewarding working environment.
	Under general supervision the Web Development Officer will assist the Online and Systems Development Manager in all aspects of web development, digital marketing and CRM management. The incumbent will also work closely with internal stakeholders such as the Marketing Officers and Marketing and Communications (M&C) department in delivering web development services to the Faculty.

Position Characteristics:	Scope	The principal function is to develop, implement and monitor all aspects of digital marketing activities (including CRM) and web development for the Schools (Business School, School of Economics, School of Architecture and Built Environment, and Law School) and to also advise the Professions Student Hub.
	Significant internal/external relationships	• Marketing and Communications department • School Managers • School academics and professional staff • Marketing Officers
	Special conditions	Reasonable workplace adjustments will be made for people with a disability.
	Delegations	Delegations according to the Delegations Table

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Key Responsibilities and Outcomes	1	Web Development	- Provide support, advice and recommendations regarding web design and development to the Faculty and Schools. - Update and maintain the web content within the Schools and Faculty's website to ensure that it meets marketing objectives. - Co-ordinate and assist school based web authors with the developments of their websites in line with the University's marketing objectives. - Ensure the presentation of digital marketing content is consistent with the University's visual identity, maintains accessibility compliance and is appropriate to the target audience.
	2	Digital Marketing and Communications	- Manage and update the technical aspect of the day-to-day running of digital marketing channels, including setup, testing, maintenance and monitoring. - Liaise with the Faculty's marketing team to ensure that e-campaigns are integrated with the overall marketing activities and plan of the Schools and Faculty. - Generate and evaluate reports relating to the Faculty's e-marketing effectiveness and identify opportunities for improvement.
	3	Relationship Management	- Build effective relationships, liaise closely and adopt a collaborative approach to e-marketing activities with School staff. - Deputise for Online and Systems Development Manager in relation to digital marketing activities. - Liaise between the Faculty's marketing team, IT staff, M&C and Schools on all matters relating to web development and digital marketing campaigns.
	4	Project Support	- Assist in the development and maintenance of the Faculty's customer relationship management system. - Assist in the implementation of other web based projects as identified by the Online and Systems Development Manager

Criteria	Capabilities and Behaviours	Achievement Drive	• Plans carefully and sets goals for improving performance. • Delivers high quality output. • Committed to meeting deadlines even with demanding timeframes.
		Flexibility and Adaptability	• Ability to prioritise tasks in accordance with business objectives. • Adapts to changes in environment and work demands, working effectively with a variety of situations and people. • Adapts responses and tactics to fit changing environment.
		Teamwork	▪ Accomplishes shared goals through accepting joint responsibilities. ▪ Exercise tact, tolerance and humour to promote team harmony. ▪ Actively participates in team meetings through sharing ideas and contributing to discussions.
		Relationship Building	▪ Respectfully interacts with people from diverse backgrounds and experiences. ▪ Show tact and diplomacy in dealing with people. ▪ Builds trust in relationships through maintaining confidentiality and keeping commitments.
		Continuous Learning	▪ Develops and maintains personal and professional competence. ▪ Undertakes regular review of work practices to identify areas for improvement. ▪ Reviews projects and activities to learn from successes and mistakes and implement improvements from the learning
	Knowledge and Experience	▪ Demonstrated experience working with a variety of digital marketing channels, in particular customer relationship management software. ▪ Demonstrated experience using HTML and CSS to maintain and develop websites. ▪ Demonstrated experience working in a large and complex business environment ▪ Demonstrated knowledge of the online environment and digital marketing best practices. ▪ High level of organisational/administrative skills, including the ability to prioritise and manage work	

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	Qualifications	▪ A tertiary qualification in I.T. Marketing, Communications, or a related discipline; OR an equivalent combination of relevant experience and/or education and training.
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:** **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:	