Thank you for your interest in our vacancy for:

**Position Title:** Digital Marketing Officer  
**School/Office:** Office of Marketing & Communications, Sydney Campus  
**Level:** 6, Step 1-4, $79,652 - $86,230 per annum  
**Type:** Full-time, Fixed-term

To ensure you understand the position for which you are applying, and requirements of the application process, please read the following information carefully:

1. About the University and The *Objects* of the University;  
2. Catholic Intellectual Life for Prospective Staff;  
3. The Strategic Plan 2013-2016 of the University  
4. How to prepare and complete your application;  
5. Duty Statement;  
6. Selection Criteria;  
7. General Information; and  
8. Application Cover Sheet.

**ABOUT THE UNIVERSITY AND THE *OBJECTS* OF THE UNIVERSITY**

The University of Notre Dame Australia is a Catholic university with campuses in Fremantle, Broome and Sydney.

The *Objects* of the University are:

(a) the provision of university education, within a context of Catholic faith and values; and

(b) the provision of an excellent standard of;

   (i) teaching, scholarship and research;

   (ii) training for the professions; and

   (iii) pastoral care for its students.

(Section 5, The University of Notre Dame Australia Act (1989))
The Catholic Faith

The Catholic faith unites twenty centuries, all nations and at present around 1.2 billion people. The Catholic Church’s key work is ‘sanctification’: making the world holy; bringing people to God through Jesus Christ.

Many who are not Catholic but belong to a different Christian church have important and valuable relationships with the Catholic Church. The Church also has significant relations with the other major world faiths.

The Church seeks sanctification in many ways, including by a number of activities and works; most obviously in this country through engagement in healthcare, education and social services (the Church is the largest healthcare provider on earth, and operates one of the largest education systems globally). In addition, the Church’s moral teaching—the understanding of the moral life the Church proposes and commends to the faithful—animates countless projects and activities throughout the world, as well as the lives of hundreds of millions of people, including many millions of Australians.

Many people who do not share Catholic faith have enjoyed happy working relationships within Church institutions and agencies. Of course, for this to be possible there has to be some understanding of the Church’s position, particularly as it reflects our own work and life, and a genuine respect for this position. In other words, people who completely reject the Church’s stance, or find it offensive, uncomfortable, impossible to support in the workplace, embarrassing to identify with as a staff member etc. are unlikely to be suited to working in Church institutions. This is the same basic position as any university or any other institution adopts and follows through its Mission Statements and other statements of value and purpose.

The Church’s requirement of all who work within Catholic institutions is genuine respect; and from staff members who are themselves Catholic the Church asks a little more: an active support for the work of the Church in their institution.

The Catholic Intellectual Tradition

At Catholic universities the most prominent aspect of the Church is Catholic intellectual tradition. It is important for all staff members of a Catholic university to know something about this - and for all academic staff members to be familiar with the main ideas and open to learning more - as it is these ideas which are the context for the institution’s view of academic life.

Catholic intellectual tradition begins with the thought that faith is fully compatible with reason (i.e. there is no conflict between our religion and any true science or other academic knowledge). The tradition acknowledges that:

- men and women of all traditions can come to know that God exists by using their minds, their reason—though to know much more about Him will also require faith;
- people can distinguish between reality and illusion, and so can know the objective truth about the world;
- ethics, or morality, is not simply a matter of what you like or what your culture approves but is based on some objective moral truths about human persons and their flourishing—truths that hold across cultures;
- the foundations of morality (e.g. we should never attack human life; truth is good and should be pursued; marriage and family are great social goods; people have a natural right to anything strictly necessary for
their welfare; and so on) are known by reason, our own thinking minds—we do not need faith to know the basis of morality;

society exists to serve the common good and has a particular duty towards the needs of the most vulnerable—from conception to old age;

prayer is a crucial activity for religious believers; we pray together frequently for the happiness and salvation of all peoples, including our own happiness and salvation; and

it is our Christian duty to provide the works of the Church humbly to all who can benefit from them.

Catholic intellectual tradition contains many ideas, inspires hundreds of universities, colleges, seminaries and thousands of schools. Catholic intellectual tradition also underpins whole systems of Christian social action and informs the personal and working lives of millions of individuals. The tradition is captured in many publications, including teaching documents of the Church—official statements and explanations of Catholic positions. The University can always give advice on how to access these documents. One obvious starting place to learn about the Catholic faith is the Compendium to the Catechism of the Catholic Church, a short version of the longer Catechism document, which is widely available. To learn more specifically about the Catholic intellectual tradition one good introductory source is Our Sunday Visitor's Encyclopedia of Catholic Doctrine (Our Sunday Visitor: 1998).
APPLICATION REQUIREMENTS

You should ensure that you have read the duty statement and selection criteria for the position for which you are considering applying before proceeding further.

YOUR APPLICATION MUST INCLUDE THE FOLLOWING INFORMATION:

Application Cover Sheet
Complete the Applicant Cover Sheet at the end of this pack and submit as part of your application.

Cover Letter and Resume or Curriculum Vitae
You should provide a general letter outlining your suitability for the role and describing any information which may be pertinent to future employment together with a resume detailing your current and previous work experience, including specific duties of each position held and educational background. These documents should also include current telephone and email contact details.

Selection Criteria
You should address each criterion separately with its own heading demonstrating that you meet that particular criterion. This is the most important part of your application. Failure to address the selection criteria will disqualify you from being considered for this position.

Qualifications
You should provide certified true copies of certificates or academic transcripts with this application. The University reserves the right to source reference the Applicant’s qualifications and training with the relevant institution/s where the degree/qualification was earned. By submitting an application for this position you consent to the University contacting any institution/s named in the application to confirm your qualifications and/or training with that institution/s.

Referees
Provide names and contact details of at least three referees who can comment on your work performance, most notably as a manager or supervisor.

Right to Work in Australia
You are required to submit evidence of your legal right to work in Australia as outlined by the Australian Immigration & Citizenship. Copies of one of the following will be required:

1. Australian passport;
2. Australian Certificate of Citizenship;
3. If born before 20 August 1986, an Australian birth certificate;
4. If born after 20 August 1986, an Australian birth certificate and proof at least one parent was born in Australia; OR
5. Visa that entitles you to work in Australia AND a copy of your foreign passport showing your name, date of birth, issuing country and passport number.

Other Clearances
Depending on the position for which you are applying, a Federal Police Clearance or Working With Children Check may be a requirement before commencing in this position.
PRIVACY STATEMENT

The information provided in your application will only be used for the administrative purposes of the University, or in accordance with your specific consent. The University will not disclose your personal information to a third party unless required to or permitted by law or where you have consented to the disclosure. Information relating to how the University collects, uses or discloses your personal information and how you may complain about the University’s handling of your personal information is contained in the University’s Privacy Policy at http://www.nd.edu.au/copyright.shtml#Privacy.

You have a right to access your personal information that the University holds about you and to seek its correction. If you wish to access your personal information or inquire about the handling of your personal information, please contact the Staffing Office via email staffing@nd.edu.au.
The responsibilities in this Duty Statement are in addition to the requirements set out in The University of Notre Dame Australia General Staff Conditions of Employment, and may be amended from time to time by the Vice Chancellor or the University.

This position is a national role based in Sydney and reports to the Campus Manager, Marketing & Communications. This position is accountable to the National Manager Marketing Communications as directed by the Chief Marketing & Communications Officer (CMCO).

A key member of the national Office of Marketing & Communications team, the position takes a leading role in designing and implementing innovative and dynamic web-based marketing, business development and communications initiatives.

The duties of this position include, but are not limited to:

1. driving innovation and creativity for the University’s digital communications strategy encompassing:
   a. website;
   b. peripheral online opportunities;
   c. social media strategy; and
   d. online marketing;
2. project managing the build and development of the University’s new website;
3. contributing to the development of web-based integration and support relevant to the University’s student attraction goals and reputation and brand strategies;
4. serving as online content editor working in collaboration with the communications team;
5. in conjunction with relevant staff members and Offices, establishing measurement and learning protocols to drive efficiency and effectiveness of digital communications;
6. responsibility for the upgrade, updates and maintenance of the Content Management System (CMS) used for the University’s website, incorporating graphics, animation, video and other functions;
7. enhancing navigation of the University website and ensuring an intuitive interface, relevant information availability, currency of URLs and mobile site performance;
8. consulting and liaising with IT and service providers to ensure website security and data integrity where appropriate;

9. developing a creative web style guide and ensuring that the website’s underlying information architecture is easy to understand and navigate;

10. implementing Search Engine Optimisation (SEO) strategies;

11. assisting with Pay-Per-Click (PPC) campaigns as required and ensuring campaign performance and reporting processes are established;

12. in accordance with the University’s style guide, ensuring quality control of all text and graphics and other digital media promoted on the website;

13. working with staff across the University to ensure website content is always current;

14. working with staff across the University to develop and design new and current sections of the website, providing guidance to CMS users regarding the development of SEO friendly content;

15. developing monthly reports on digital communications outcomes;

16. troubleshooting faults and errors with the web editing tools used within the University on behalf of all three campuses;

17. collaborating with Information Technology Services to periodically maintain and review the underpinning architecture used for the publishing of the web content; and

18. other duties as directed by the Campus Manager, National Manager and the Chief Marketing & Communications Officer.

March 2015
SELECTION CRITERIA

ESSENTIAL

1. Strongly committed to and supportive of the Objects of the University.

Qualifications and Experience:

2. A bachelor’s degree in a relevant field.

3. Extensive work experience in online communications and relevant fields including demonstrated specialist knowledge.

Knowledge, Skills and Abilities:

4. Demonstrated extensive experience with a Content Management System, website development and navigation design.

5. Demonstrated client relations and customer service skills.

6. Basic SEO skills.

DESIRABLE

7. Working knowledge of Google analytics.

8. Social media skills.
GENERAL INFORMATION

SALARY RANGE

UNDA 2015 General Staff Salary Scales (FTE):
Higher Education Worker Level 6, Step 1-4, $79,652 - $86,230 per annum
Plus 12% superannuation and 17.5% annual leave loading.
Commencement salary will normally be at the first step of the appropriate salary scale.
Salaries shall be adjusted in accordance with the University’s pay scales.

APPOINTMENT

This appointment is a full-time (37.5 hours per week) fixed-term contract ending on 6 May 2016 and includes a four month probationary period.

APPROXIMATE STARTING DATE

As negotiated with successful applicant

LOCATION

Office of Marketing & Communications
The University of Notre Dame Australia
Sydney NSW 6008

ENQUIRIES ABOUT THE POSITION

Note: This is not to be used for submission of applications
For information about the duties and nature of the position, or progress of the selection process, enquiries should be directed to Ms Kathy Arbuckle:
Phone: (08) 9433 0610, Email: kathy.arbuckle@nd.edu.au

CLOSING DATE FOR APPLICATIONS: No later than 12.00pm Friday 20 March 2015

The University is not required to accept applications that are received after the closing date and time, and reserves the right to appoint by invitation, or to make no appointment at all.

Shortlisted candidates will be contacted by telephone to arrange an interview.

No further correspondence will be forwarded to unsuccessful applicants.

All applications will be acknowledged by email. Should you not receive an acknowledgement of the receipt of your application, please contact the Staffing Office otherwise your application may not be considered.

SUBMITTING YOUR APPLICATION

Please ensure all application attachments are in PDF or Word format.

Applications should be emailed or faxed:
Email: staffing@nd.edu.au
Fax: 08 9433 0544

Postal applications should be addressed to:
Staffing Office
The University of Notre Dame Australia
PO Box 1225
Fremantle WA 6959
Thank you for your interest in employment at The University of Notre Dame Australia.

**Position Details**

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Where did you learn of this vacancy?

- ☐ Seek
- ☐ The West
- ☐ The Australian
- ☐ Campus Review
- ☐ UNDA Website
- ☐ Other (please specify)

**Applicant Details**

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| Resident Status: (please attach evidence) | |

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Are you an existing UNDA employee?

- ☐ Yes
- ☐ No

Do you give permission for UNDA to verify your visa status with the Department of Immigration & Citizenship?

- ☐ Yes
- ☐ No

Do you give permission for UNDA to contact your referees?

- ☐ Yes
- ☐ No

Do you wish to be considered for similar vacancies at UNDA?

- ☐ Yes
- ☐ No

**Signature**

Applicants Signature | |
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**Acknowledgement**

Thank you for your application and for your interest in employment with the University of Notre Dame Australia.

- The short-listing process is usually completed within 2 weeks of the closing date.
- If you have not been contacted within this timeframe, unfortunately you have not been successful in being short listed for an interview & no further correspondence will be forthcoming.
- The University reserves the right to appoint by invitation or make no appointment at all.