

POSITION DESCRIPTION**Position Title:** Digital Media Lead**Position Number:****Section:** Digital Media Marketing**Department:** Division of Marketing and Communications**Location:** Laucala Campus**Category:** Senior Staff Level 3**Current Incumbent:** N/A**Date of substantive appointment:****Reports To:** Director Marketing and Communications**PURPOSE**

This role will play a crucial part in driving the success of the university's marketing initiatives and increasing market engagement through effective digital marketing strategies and creative content creation. The Digital Media Lead will plan and implement our social media campaigns to bring USP's stories to life and connect with our community.

NATURE AND SCOPE

The Digital Media Lead will be responsible for planning, executing and managing the digital marketing efforts of the University. This includes creating and implementing strategies for social media, email marketing, website content, and other digital platforms. The Digital Media Lead will work closely with the marketing team to ensure that all digital campaigns are aligned with the overall marketing strategy of the university and are designed to increase enrollment numbers in the region.

The Digital Media Lead will be critical in driving market engagement by developing and executing targeted campaigns that reach potential students and engage them with the University. This will require creative content development and market analysis of trending and emerging platforms.

In addition to increasing community engagement, the Digital Media Lead will also be responsible for managing the University's online reputation and building brand awareness through digital channels. This includes monitoring and responding to online reviews, engaging with followers on social media, and creating content that showcases the University's unique value proposition and highlights its strengths.

POSITION DIMENSIONS

Give details of staff and total level of costs within the organisation under the position's overall control.

Staff Responsible for:

N/A

Limits of Authority:

POSITION DESCRIPTION

Financial: Nil

Non-Financial: Nil

Key Relationships /Internal and External Contacts:

Lists the key inter-relationships that is necessary for effective performance in the job. Also describe the nature of contact most typically expected with those key working relationships

External <ul style="list-style-type: none"> • USP Vendors • USP's online audience 	Purpose of contact <ul style="list-style-type: none"> • To seek quotes • Verify quality of printing • Engage for promotional purposes.
Internal <ul style="list-style-type: none"> ○ All USP staff can be a potential clients for a NMS 	Purpose of contact <ul style="list-style-type: none"> • Discussion of projects from start to completion with relevant staff

KEY RESULT AREAS / KEY ACHIEVEMENT AREAS

Key Responsibility	Achieved by (Key Actions) <i>(Optional approach to include this column)</i>
Plans and implements the Digital Marketing Strategy through social media engagement, such as Facebook, Twitter, TikTok, Viber & Bip Community Channels Blogs, Google+, LinkedIn, YouTube and Instagram, responding to customer questions and proliferating key marketing messages for the region.	<ul style="list-style-type: none"> • A Digital Marketing Strategy and Plan • Weekly social media plan and report. • Deliver new, innovative ways of presenting content and increasing customer engagement and loyalty. • Plan, write and oversee promotional e-marketing campaigns to applicants and to potential applicants. • generate a range of copy (e.g. news and event feeds, information for applicants, blogs, etc.) • Generate a range of multimedia content (images, video, audio) for online and offline distribution using a range of venues and mediums (e.g. YouTube, iTunes, DVD, print etc.) • Copywriting for Social Media captions, email marketing, and website content
Manages and ensures that the University's image and video bank are populated with related images/videos from across all member countries.	<ul style="list-style-type: none"> • Regular update of the University image and video bank • The role holder should able to perform quick

POSITION DESCRIPTION

Key Responsibility	Achieved by (Key Actions) <i>(Optional approach to include this column)</i>
Ensures that creative pictures and videos are suitable for online media.	<ul style="list-style-type: none"> • edits for images and videos for social media content • Has sound knowledge of mobile-based editing apps such as Canva
Designs, manages and monitors electronic mail, including writing content for a variety of marketing materials, media and audiences.	<ul style="list-style-type: none"> • E-messages to internal and external stakeholders with the aim of increasing engagement and enrolment.
Works closely with the marketing teams, regional teams and the web team to enhance the online brand visibility of the University.	<ul style="list-style-type: none"> • Able to work closely with the web team to create an engaging user experience • Able to design wireframes for USP website
Understands and disseminates the function of Search Engine Optimisation and works closely with the web team to ensure proper development of search engine-based marketing campaigns (e.g. Google Adwords)	<ul style="list-style-type: none"> • Present targets and conversions for SEO campaigns
Ensures effective communication with key stakeholders including marketing colleagues and the wider University about Content Marketing proper social media engagement and user on-line behaviours.	<ul style="list-style-type: none"> • Be the focal point in the department for digital marketing and communication support to Schools and Support Sections • Maintain close liaison with academic and support colleagues in other departments to ensure consistent campaign timing, branding and messaging across all platforms at all levels.
Conducts extensive market research on best practices and online customer behaviour in Fiji for planning and strategic decision making.	<ul style="list-style-type: none"> • Regularly monitors competitor and best practice websites, sharing insights with key stakeholders. This would include providing and interpreting analytics for line managers and marketing colleagues.
Ensures a 12-month rolling digital marketing plan is in place which supports the overall marketing strategy and activities.	<ul style="list-style-type: none"> • Digital Marketing Plan • Improves on departmental efficiencies and uses electronic methods as a means of cutting costs in areas such as print, postage and labour hours.
Ensures key Analysis and Research are	<ul style="list-style-type: none"> • Works with the marketing team to analyse and

POSITION DESCRIPTION

Key Responsibility	Achieved by (Key Actions) <i>(Optional approach to include this column)</i>
carried out for planning and strategic decision making	<p>disseminate social media insights and metrics.</p> <ul style="list-style-type: none"> • Provides in-depth analysis and interpretation of campaign purpose and performance. • Regularly monitors the introduction of new technologies and researches the significance of these to the enrolment goals of the institution. • Devises target market e-strategies in response to customer demand and behaviour, competitor activity, and institutional needs. • Conducts on going SWOT analyses to e-marketing specific campaigns, and advises colleagues of the results in order to refine online activity. • Demonstrates and disseminates how digital campaign tracking/ customer feedback has influenced content planning and placement. • Develops and maintains Marketing and Recruitment databases and undertakes market research, including the interpretation and analysis of market trends, and the dissemination of the results to colleagues and managers, along with recommendations for potential implementation. • Generates Marketing and Recruitment reports, questionnaires and surveys in collaboration with the Manager Brand Management and Advertising and the Director Marketing and Communications, using a range of online and offline methods. • The role holder will take a lead role in the presentation of findings and in up keeping data for ongoing analysis.
Developing and reviewing digital media and any other relevant Policies and	<ul style="list-style-type: none"> • Provides Ensures key relevant polices and procedures are monitored, reviewed and

POSITION DESCRIPTION

Key Responsibility	Achieved by (Key Actions) <i>(Optional approach to include this column)</i>
Procedures	<p>updated</p> <ul style="list-style-type: none"> • Conducts University-wide awareness sessions on updated policy and procedures
Training and Capacity Building	<ul style="list-style-type: none"> • The role holder will be required to provide training and guidance to University staff administrators and marketing representatives for official university social media accounts. • The training may also include basic graphic designing, photography and videography tutorials for university administrators responsible for curating content for official university use
Consultation for all official University Social Media Channels	<ul style="list-style-type: none"> • The role holder should be able to actively support for all university social media accounts. This may include providing expert advice and assistance to existing university administrators on digital media best practices including adherence to the University's branding and style guide
Increasing the Vice-Chancellor and President's Social Media presence	<ul style="list-style-type: none"> • The role holder will be required to provide advice and ensure relevant support is provided to the Vice-Chancellor and President's office in relation to VCP's official social media channels • Monitoring and moderation of the VCP's social media accounts

TERMS & CONDITIONS**Salary:** Senior Staff Level 3**Length of Contract:** 3 years**Gratuity and Allowances:** None**Other Benefits:** N/A

POSITION DESCRIPTION**POSITION SPECIFICATION****Qualifications (or equivalent level of learning)**

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • A degree or Post-graduate qualification in a relevant field 	<ul style="list-style-type: none"> •

Knowledge / Experience

<i>Essential</i>	<i>Desirable</i>
<ul style="list-style-type: none"> • Five years of relevant work experience and proven management expertise. • • Experience working in a Marketing and Communications Office • A strong portfolio of previous online campaigns • Experience shooting and editing creative images and videos suitable for online media. • Excellent computer skills with a good working knowledge of spreadsheets, databases, word processing packages, Powerpoint, internet and email are essential. • Possesses skills relating to the production of audio, video and images as well as the basic web skill such as HTML/CSS • The ability to write clear, literate, concise digital content is essential. • Excellent command of the English language • Excellent communication skills. • Ability to work as part of a team. • Good planning and organisational skills. • Works autonomously to plan and 	

FORM 5.5.05A
POSITION DESCRIPTION



prioritise their own workload.	
--------------------------------	--

Key Skills / Attributes / Job Specific Competencies

The following levels would typically be expected for the 100% fully effective level:

<i>Expert level</i>	<p>Must be familiar with PC and Mac Platforms.</p> <ul style="list-style-type: none"> • Able to do photo/video retouching and image manipulations. • Familiar with Final Cut, Adobe Premier and Adobe After Effects, Adobe Lightroom and Photoshop.
<i>Advanced level</i>	Excellent communication skills in English (both written and oral)
<i>Working level</i>	Computer skills, Self-motivated, results-focused; Effective in a multi-cultural work environment.
<i>Awareness level</i>	Culturally sensitive and mindful of gender concerns.

APPROVAL

Supervisor name: _____

Supervisor's Signature: _____

Date: _____

Staff Name: _____

Staff ID: _____

Staff Signature: _____

Date: _____