APPLICANT INFORMATION PACKAGE

Quad 2, 6 Parkview Drive
Sydney Olympic Park NSW 2127
Locked Bag 112, Silverwater NSW 2128
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UNIVERSITIES ADMISSIONS CENTRE.

Thank you for your interest in applying for the Website Officer position with the Universities Admissions Centre (UAC). This package is designed to provide you with information about UAC's recruitment process and general conditions of employment.

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SNAPSHOT OF EMPLOYEE BENEFITS

Work-life balance



- Short 7-hour day (35-hour week), with an hour for lunch, Monday to Friday.
- Employees who work more than the standard 35-hour week are entitled to overtime pay.
- Flexible work arrangements.

Generous leave entitlements

50 days sick leave with conditions 

Family & community services leave 

Study support leave 

Concessional days 

Rostered Day Off (RDO) system: accumulate 1 day off every 4 weeks

Above-standard employer superannuation contributions

UAC permanent employees	**17%**	UAC fixed-term (17% after 12 months' service)	**10%**
Casual employees	**10%**		

Competitive remuneration



We reward our staff for their hard work with competitive remuneration and salary packaging benefits.

	Total annual salary
Website Officer (12 month fixed-term appointment)	$84,542 - $94,737 pro rata

Health and wellbeing



Our employees enjoy a range of health and wellbeing initiatives to support their physical and mental health:

- annual health checks and flu vaccinations
- periodic massages
- yoga and mindfulness classes
- free counselling service
- membership of an exclusive benefits program with unique offerings across a range of venues, recreational facilities and eateries at Sydney Olympic Park.

READY TO APPLY?

Email us your:

1. cover letter and resume
2. written response addressing the selection criteria listed in the Position Description
3. copies of relevant qualifications (if available).

POSITION DESCRIPTION

POSITION TITLE:	Website Officer
HEW LEVEL:	Grade 5
DEPARTMENT/UNIT:	Marketing and Engagement
SUPERVISOR/ MANAGER:	Communications and Digital Marketing Manager
WRITTEN BY:	Nicole Swanson
DATE WRITTEN:	June 2021
INCUMBENT:	
APPROVALS:	Kim Paino General Manager, Marketing and Engagement

1. BACKGROUND INFORMATION

UAC – the Universities Admissions Centre – is at an exciting stage in its history. Established in 1995 and owned by universities in NSW and the ACT, UAC is now the largest tertiary admission centre in Australia and a leader in technology platforms and innovative solutions for the higher education sector.

UAC's mission is to provide equity of access to higher education, central to which is a strong belief in the value of education and lifelong learning. UAC is not-for-profit and driven by a strong culture of service – to students and schools, higher education institutions and the wider community.

UAC's Marketing and Engagement Department is responsible for the delivery of comprehensive information about university admission to applicants, the public and the media. UAC adopts a strong multi-channel approach (print, website, media releases, corporate and marketing communications, external presentations, community engagement and customer service). The work of the Marketing team is increasingly focused on a digital-leading strategy to reflect shifting trends in information consumption.

The Department is managed by the General Manager, Marketing and Engagement who is supported by 19 permanent members of staff and approximately 8 staff appointed on fixed-term contracts. Casual staff members are also employed as required.

For further information about UAC's structure and functions, see UAC's People & Culture Unit.

2. JOB PURPOSE

The Website Officer plays an important role in monitoring and coordinating the ongoing improvement of UAC's websites to ensure we meet the required accessibility standards.

The Website Officer also works closely with the marketing team to ensure analytics and marketing platforms code is embedded correctly across all UAC website properties.

The Website Officer will also assist in building responsive html email templates for both internal and external clients in accordance with the relevant brand and accessibility guidelines.

3. REPORTING AND OTHER RELATIONSHIPS

The Website Officer reports directly to the Communications and Digital Marketing Manager. The position has no direct reports.

Within UAC, the Website Officer operates within a flexible and collaborative team-based environment. The position works closely with staff from the whole Marketing team and also with staff in other UAC Departments and external agencies as required.

4. DIMENSIONS

UAC currently provides a wide range of admissions-based services to more than 30 clients, including 13 member institutions. Participating institutions are predominantly based within NSW and ACT, but a number are located interstate.

The prime orientation is undergraduate admissions with complementary services also provided for postgraduate and international markets. Currently over 180,000 applications are received annually with 120,000 plus offers of admissions being generated.

UAC also develops bespoke services to meet the specific needs of individual institutions, including a white-labelled online application portal (UAC Connect). Currently, over 90,000 direct applications are processed annually via the bespoke portal model and this source of business is expected to continue to grow in the coming years.

In addition, UAC has launched several new strategic initiatives in recent years, including inbound international admissions (Agent Access), targeted digital marketing (Reach) and a national academic credit management program (Advance).

5. MAJOR TASKS

1. Identify and coordinate the resolution of accessibility issues on UAC's websites and client portals to ensure compliance with the appropriate accessibility standards. This includes making recommendations in line with the standards and guidelines, for the Accessibility Committee to consider.
2. Produce accessibility best practice procedures and materials to share with UAC staff and external clients, and participate in the Accessibility Committee as an ambassador.
3. Embed and maintain relevant analytics and marketing platforms code across UAC website properties.
4. Build responsive html email templates for internal and external clients and undertake testing across various browsers and devices.
5. Conduct testing and analysis of template and website performance. This includes tracking and reporting on performance, and implementing improvements.
6. Assist with updates to the UAC website including content updates, course descriptions and application portals as required.

6. PRINCIPAL ACCOUNTABILITIES

The Website Officer is accountable for:

1. Monitoring and accurately reporting on the number of accessibility issues on UAC's websites and resolving or seeking assistance from others in a timely manner, in order to meet the required accessibility standards.
2. Ensuring Google code is embedded and working correctly across all UAC website properties for Google Ads, Google Tag Manager and Google Analytics
3. Building responsive email templates for internal and external client campaigns and carrying out the appropriate level of testing to meet client requirements.
4. Making changes to UAC website and portals that are timely, accurate and reflect the UAC or client brand.

5. Implementing and abiding by UAC policies and procedures including confidentiality requirements.

7. CHALLENGES AND CONSTRAINTS

The Website Officer works with the Accessibility Committee and whole company to ensure that the UAC websites meet the company's recent commitment to improve accessibility and meet minimum standards.

The Website Officer also works within the Marketing team Google code is embedded into the UAC website correctly, and that responsive html email templates are built according to the relevant branding and accessibility guidelines.

UAC operates in an environment susceptible to change from a number of external sources in the higher education sector. The incumbent must be prepared to work to tight deadlines while ensuring that UAC's website and bespoke client web portals contain accurate and relevant information that is easily accessed by a wide range of users.

The Website Officer must keep up to date with emerging tools and techniques in a constantly changing environment.

8. EDUCATION AND EXPERIENCE

A relevant degree or an equivalent combination of relevant experience and/or education/training.

9. SELECTION CRITERIA

Essential

1. A relevant degree or an equivalent combination of relevant experience and/or education/training.
2. Good working knowledge of W3C web standards and accessibility and demonstrated experience in monitoring and working to resolve accessibility issues on website projects.
3. Demonstrated experience using web design tools with a good understanding of HTML5, and CSS3.
4. Proven capacity to build responsive html emails based on prescribed detail and adhering to branding and accessibility guidelines.
5. Understanding of the function of Google Ad Manager, Google Tag Manager and Google Analytics with ability to embed and track analytics and marketing platforms code across web properties.
6. Exceptional attention to detail, high level organisational skills with the ability to work under pressure, meet deadlines and respond to changing priorities.
7. Excellent interpersonal and communication skills, with the ability to work within a team environment and liaise effectively with internal and external clients.
8. Understanding of and commitment to the principles of anti-discrimination, anti-bullying and equal employment opportunity legislation, and the principles of work health and safety legislation and the application of these principles in the workplace.

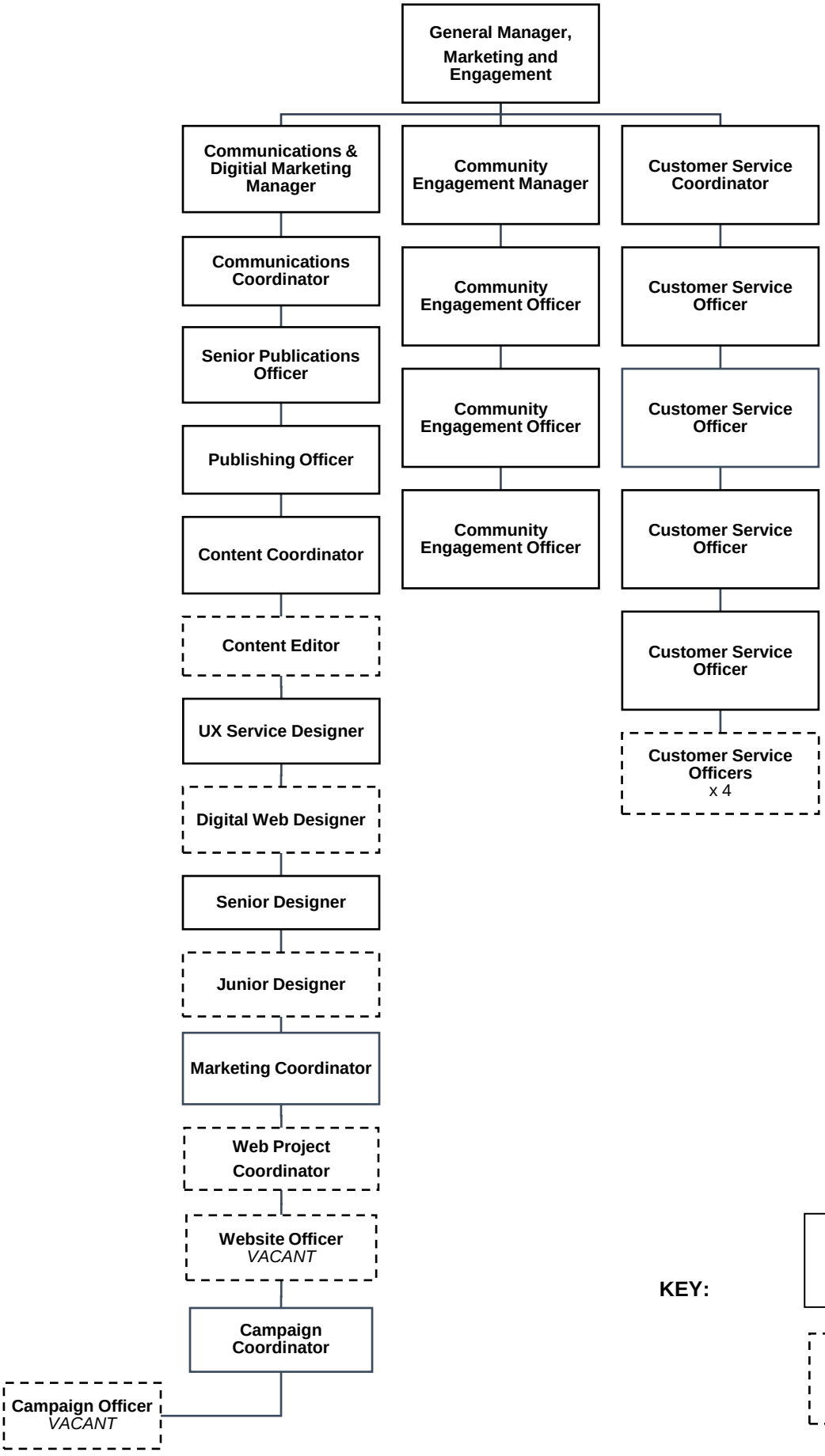
Desirable

1. Understanding of the Tertiary Education Sector and the role of UAC.
2. Prior experience using Campaign Monitor or similar email software.

EMPLOYEE _____ **DATE**_____

UAC

Marketing and Engagement Organisational Chart 2020/21



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PRIVACY STATEMENT

1. In applying for this position, you have provided UAC with personal information so that your application can be assessed.

2. It is possible that we may disclose information provided in your application to a third party such as a referee, or members of a selection committee.

3. If you provide us with the personal information of others (for example a referee's details), we encourage you to inform them that you are disclosing that information to us, and that UAC does not usually disclose their information to a third party.

4. In due course after the completion of this selection process, the personal information that you have provided will be destroyed, unless you make an application for your personal information to be returned to you.

5. If you seek feedback because your application is unsuccessful, in some circumstances information may be denied. For example if access would have an unreasonable impact on the privacy of others.

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