

POSITION DESCRIPTION

Position title:	INCUBATE Content Coordinator
Department:	Innovations Programs
Reporting to:	INCUBATE Community & Events Manager
Supervises:	Nil
Employment type:	Part-Time Fixed-Term Contract
Classification:	Level 2 The University of Sydney Union Industrial Agreement 2001
Conditions:	Up to 10 hours per week during semester; (May include some weekends and nights as dictated by business requirements)

Purpose

The INCUBATE Content Coordinator is a student leadership role whose principle responsibility is to assist in managing and growing of community and engagement of INCUBATE through relevant written and photographic content, and online channels including social media accounts and our Campus Startup blog. The USU appointed INCUBATE Content Coordinator will report to the INCUBATE Community & Events Manager and ultimately the Head of Department.

The INCUBATE Content Coordinator offers valuable benefits to entrepreneurially minded students, aspiring media creatives, writers and editors. It provides leadership opportunities in the areas of:

- Social media and online marketing
- Brand imaging
- Content creation
- Email marketing and design
- Work and communications experience
- Meet program mentors and supporters
- Build events management experience

POSITION ACCOUNTABILITY STATEMENTS (PAS)

Key Result Areas	Key Tasks	Key Performance Indicators
Digital Content Coordination	<p>Draft content for communications with potential to manage channels</p> <ul style="list-style-type: none"> o Facebook o Twitter o INCUBATE Newsletter o Instagram o LinkedIn o Medium <p>Update website content and events</p>	<p>Deliver accurately and efficiently</p> <p>Increase social engagement and awareness</p> <p>Clear communication and concise writing style, accurate written English</p> <p>Meet guidelines set by INCUBATE Community & Events Manager</p>
Community Engagement	<p>Coordinate content contributors and gather content for the INCUBATE blog</p> <p>Work with the team to create themes and topics related to entrepreneurship</p> <p>Engage relevant clubs and societies</p> <p>Attend INCUBATE events and create content accordingly</p> <p>Consolidate relevant content from industry Represent INCUBATE in engagement events (e.g. career fairs, Welcome Week)</p>	<p>Increase readership on the blog and newsletter</p> <p>Grow meaningful engagement on-campus</p> <p>Provide relevant opportunities to the community</p> <p>Positive feedback (80+%) from all stakeholder groups</p>
Ad Hoc Support	<p>General assistance to the INCUBATE team as needed</p> <p>Assist with organising and setup events</p>	<p>Follow instructions accordingly</p>
Work Health & Safety (WHS)	<p>Conduct all work in a safe manner</p> <p>Comply with all WHS policies, procedures and instructions</p> <p>Report all incidents and hazards immediately to the Manager and People & Culture Department</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>

	Use and maintain safety devices and personal protective equipment correctly	
Demonstrate commitment to the department and USU as a whole	<p>Shows a willingness to assist others – both within own department and in other areas</p> <p>Forthcoming with ideas</p> <p>Performs other reasonable duties as requested by Supervisor</p> <p>Interacts with team and other stakeholders in a professional, respectful, polite and courteous manner</p>	<p>Responsive to requests</p> <p>Willing to assist in times when the area is short staffed</p> <p>Attends and interacts constructively at meetings</p> <p>Takes an interest in the challenges faced and contributes ideas/ suggestions to make improvements</p> <p>All interactions are professional, respectful, polite and courteous</p>

Essential Criteria

- Current University of Sydney Student
- An active USU Membership
- Excellent written and verbal communication skills
- Interest in innovation, startups and entrepreneurship
- Computer proficiency
- Demonstrated knowledge of Office 365 and Google Suites (e.g. Doc, Sheets, Calendar, Drive)
- Demonstrated knowledge of social media platforms e.g. Facebook, Instagram, Twitter, LinkedIn
- Proven ability to properly learn the use of new tools and / or software
- General understanding of USU and the University of Sydney

Desirable Criteria

- Knowledge about startups and startup sector
- Experience in managing social media channels on behalf of a group and/or brand
- Experience in writing for publications or editing publications
- Event management experience
- Experience in student leadership (e.g. clubs, debates, volunteering)
- Involvement in entrepreneurship
- RSA qualification
- Experience in managing content list
- Experience managing industry towards university initiatives
- Knowledge in the following platforms or similar: Mailchimp, Trello, Slack, Eventbrite, Buffer

Physical Requirements

Required frequently:

sitting, standing, walking, lifting above shoulder height, lifting up to 10 kilograms

Compiled by: Community and Events Manager Date: September 2019

Authorised by: People & Culture Coordinator Date: September 2019

Current Employee
Signature: _____ Date: _____