



POSITION DESCRIPTION

Position title: WeChat Editor

Department: Sales, Marketing & Infrastructure

Reporting to: Digital Marketing Specialist

Supervises: Student Content creators as required

Employment type: Fixed-Term Part Time Contract

Classification: Level 2
The University of Sydney Union Industrial Agreement 2001

Conditions: Up to 10 hours
(May include some weekends and nights as determined by business requirements)

Purpose

The two WeChat Editors work as a team to produce and publish original content for the University of Sydney Union (USU) WeChat account. They are also responsible for sourcing and coordinating work from a group of student reporters for publication on WeChat.

The WeChat editors produce content that's engaging and interactive and enhances the University experience of our Chinese speaking students. In particular, they should aim to increase the engagement of this community with programs and events offered by the USU.

The editors will use a variety of content types to engage with students, including blogs, social posts, images and videos. They might include translations of material from our English-focused social media channels as well as originally produced content.

POSITION ACCOUNTABILITY STATEMENTS (PAS)		
Key Result Areas	Key Tasks	Key Performance Indicators
Producing and editing engaging content for WeChat	<p>With Digital Marketing Specialist review the editorial style guides</p> <p>With the Digital Marketing Specialist develop an annual Content Delivery Schedule with Marketing and Communications</p> <p>Publish high-quality, relevant content</p> <p>Canvass with students and colleagues ideas for original content</p>	<p>WeChat Style Guide updated and implement as required.</p> <p>Delivery Schedule developed. Content posted according to Schedule</p> <p>Two package post per week per editor</p> <p>Attend weekly content meetings</p>

	<p>Produce articles that have a vary in topics and forthcoming with new topic and content ideas at weekly meetings with the Marketing and Communications team</p> <p>Work with members of the Marketing and Communications team to identify and promote relevant USU / University / other content to be translated and published</p> <p>Conduct a regular sweep of online and other channels to identify issues and current discussion points worthy of circulation</p> <p>Engage with members of the Chinese community to develop and circulate content</p> <p>Work with recruited reporters/contributors to edit their work and prepare it for optimal impact on WeChat (specifically copy editing, adding images, and uploading)</p> <p>Take responsibility for editing and proofreading all articles prior to publication; ensuring work is properly researched and factually accurate.</p> <p>In case of a PR incident, WeChat editors must inform and consult Marketing Director, CEO and/or must wait for direction before publishing any statements.</p> <p>Ensure minimum of 1 article per editor a fortnight during semester break</p> <p>Participate in the training of the 2019 WeChat Editors</p>	<p>Communication new ideas to the Marketing and Communications team and execute the testing different articles topics</p> <p>Communication new ideas to the Marketing and Communications team and execute the testing different articles topics</p> <p>All published content is current and relevant to the audience and open to input/ feedback from the Marketing and Communications team</p> <p>All content delivered according to content delivery schedule and WeChat Style Guide</p> <p>Engage harmoniously with recruited contributors</p> <p>No defamatory work published No retractions / apologies published No errors in published material</p> <p>Stakeholders are notified within timely manner with all the relevant information. No "PR"-related content published without DOM consent</p> <p>Articles to be scheduled for publication prior to semester break</p> <p>2019 Editor training sessions attended</p>
<p>USU WeChat audience growth</p>	<p>Develop and implement strategies to grow the readership base:</p> <ul style="list-style-type: none"> - Increase readership including sharing the USU WeChat QR code widely (for example - In USU spaces frequented by international students recruit and retain a broad group of contributors 	<p>Strategies developed and implemented.</p> <p>Demonstrable growth in identified metrics</p> <p>1000 additional followers each Semester in 2018</p>

	<p>including student photographers, illustrators and artists</p> <ul style="list-style-type: none"> - Ensure commissioned content is of a high standard <p>Conduct monthly analysis of site and content metrics for Director's reports to Board and to aid the ongoing refining of WeChat strategy and content</p> <p>Keep updated with new WeChat trends</p>	<p>At least 8 contributors recruited</p> <p>Monthly report for Board submitted on time</p> <p>Implementation of new WeChat trends or mechanics that increases engagement and user experience</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 Supervisor and Human Resources Department</p> <p>Use and maintain safety devices and personal protective equipment correctly</p>	<p>All incidents and hazards reported immediately</p> <p>All WHS instructions, policies and procedures complied with</p>
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. 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>Must uphold the integrity and reputation of the University of Sydney Union and the University of Sydney.</p>	<p>Responsive to requests and willing to assist in times when the area is short staffed</p> <p>All interactions are professional, respectful, polite and courteous</p> <p>Articles have not brought reputation of the USU or University of Sydney into disrepute.</p>

Essential Criteria

- Excellent understanding of, and capacity to produce content in, written Chinese
- Extensive experience using WeChat
- The ability to produce WeChat analytics reports
- Demonstrated writing and social-media skills
- Knowledge of good online written content, and how it differs in structure and style from print content to digital communication channels
- Demonstrated knowledge of the USU Chinese international student audience
- Proficient English-language communication skills, both written and verbal.
- Excellent organisational skills with the demonstrated ability to meet deadlines
- Ability to research, conduct interviews and produce content of interest to the student community

- Strong grammar, research and copy-editing skills
- Ability to work both independently and as an effective, committed and enthusiastic team member
- Willingness to comply with defamation and copyright law and USU policies
- Demonstrated knowledge of USU activities, services and programs
- Demonstrated passion for improving the student experience by providing meaningful, relevant and entertaining content to the student community
- Innovative and creative, curious and deeply familiar with the world of Web and online trends, including digital content and social media.

Desirable Criteria

- Current student at Sydney University.
- University of Sydney Union Membership (current ACCESS cardholder)
- Previously managed an official WeChat account
- Involvement in Sydney University campus life and particularly the University of Sydney Union (whether through C&S, USU Volunteers Team, USU events or the international students' program).
- Demonstrated online editorial experience, exceptional writing and reporting skills as well as an ability to produce viral content
- Experience producing news stories, in-depth investigative features, and opinion pieces
- Previous published work
- Previous published submissions to other online and printed publications
- Basic knowledge of Adobe Photoshop and Adobe Premier Pro/iMovie
- Demonstrated knowledge of and understanding of defamation and copyright in relation to publishing
- Previous leadership experience

Physical Requirements

Required frequently: sitting, typing and attending USU events

Compiled by: Digital Marketing Specialist Date: August 2017

Authorised by: Human Resources Date: August 2017

Current Employee Signature: _____ Date: _____