



About the Group

The Web Marketing Group is a working party of the Web Services Operations Group (WebSOG). While the membership of the group is small it is expected that it will consult widely within the University to develop proposals for consideration by WebSOG.

Membership

Amanda Wojtowicz, Director, Events and Protocol
Jo Bailey, Manager, Student Recruitment and Marketing
Nick Shaw, Marketing Manager, International Services
Christine Bayley, Administrator of the Alumni, Friends site and Raiser's Edge, PRUE
Liam Gash, Communications Manager, Centre for Environment
Ben Cleland, ICT Project Officer, CALT
Moya Fyfe, Media Manager
Susanne Kennedy, Executive Officer, Graduate Research Office

The group may co-opt members from time to time according to their expertise in particular areas and capacity to assist with particular investigations, or to add value to the group's work.

Responsibilities

The group is to provide information and advice to WebSOG in support of the following strategies from the Web Services Strategic Action Plan 2008-2010 (WSSAP):

1. Develop an integrated set of visual approaches for the UTAS home page and other high-level landing pages, that enable those pages to reflect the underlying messages/branding that the University wishes to convey to its target audiences (6.3- WSSAP p21)
2. Review the target audiences for the UTAS home page and other high-level landing pages, and revise strategies as appropriate (6.2 -WSSAP p 21)
3. Review the present approaches to the use of external web and external links by units with external market-oriented responsibilities (7.1 – WSSAP p21)
4. Provide advice to other committees and units with external market-oriented responsibilities (6.1 – WSSAP p20).
5. Contribute to the review, revision and further development of relevant web services policies, guidelines and standards as necessary. (3.2 – WSSAP p15).

Activities

1. Identify and engage an external consultant/facilitator to conduct a workshop(s) on web marketing strategies and technologies (6.1)
2. Establish priorities and tasks for the strategies identified above
3. Develop a proposed plan for activities that can be undertaken within the group
4. Identify activities that require additional resources and/or expertise from outside the group
5. report back to each meeting of WebSOG

These terms of reference will be reviewed in six months

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About this document

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