

**POSITION DESCRIPTION – General Staff**  
**For levels 6/7 and above**

Position Title: Marketing and Communications Officer

Level: 6/7

Faculty/Division: Research and Innovation Division

Department/Location: Global Challenges Program

**Primary purpose of the position:**

The Global Challenges Program is a major UOW research initiative designed to harness the expertise of world-class researchers to solve complex, real-world problems – to transform lives and regions. This role will ensure the outcomes of this program are effectively communicated to a broad range of internal and external stakeholders including other Researchers and Research Institutions, Business, NGO and Government Agencies and the broader community.

The Marketing and Communication Officer will contribute to strategy and facilitate the implementation of the Marketing and Communication of the Global Challenges Program via engagements with media, PR agencies, web and social media presence and events.

**Position Environment:**

UOW Global Challenges Program is delivered through the Research and Innovation Division (RaID). The Global Challenges Program is a new initiative that commenced mid-2013. The initial Global Challenges team will consist of the Director, Research Strategy Leader, and Challenges Academic Leaders. This is a new position funded under the Global Challenges Program. The Global Challenges Program will work closely with other teams within RaID, the Faculties, Research Strengths and the Strategic Marketing and Communications Department within the Planning, Marketing and Communication Division.

**Major Accountabilities/Responsibilities:**

	Responsibilities	Outcome	Percentage of Time	Office Use Only
1.	<p>Develop and maintain a Marketing and Communications Strategy for the Global Challenges Program</p> <ul style="list-style-type: none"> <li>Website design, Content management, Search Engine Optimisation</li> <li>Production of marketing and reporting documentations including Brochures, Presentations, Newsletters, Reporting, Press Releases and other Publications</li> <li>Develop, maintain and deliver communications via mailing lists</li> <li>Social Media presence including Facebook, Twitter and blogs.</li> </ul> <p>Support development of multi-media content including the Global Challenges Visualisation Tool.</p>	Strong Marketing and Communication Plan, supported by accurate and current website, written content, SM output	40	
2.	<p>Generate Media Opportunities</p> <ul style="list-style-type: none"> <li>Develop strategies of maximising quality media opportunities to increase the visibility and</li> </ul>	Maximising communication opportunities in quality media opportunities at a local,	25	

	<p>reputation of UOW, contributing to goal of reaching the top 1% of Research Universities</p> <ul style="list-style-type: none"> <li>• Develop and maintain strong relationships with key journalist/media agencies</li> <li>• Develop understanding and relationship with key researchers and outcomes of Global Research Program</li> <li>• Manage Media Enquiries and liase with RaID and UOW Strategic Marketing &amp; Communication teams</li> </ul> <p>Provide support (background/briefing material) and Training to Global Challenges Team and UOW Researchers in engaging with Media.</p>	national and international level		
3.	Develop, organise and market events and functions including sandpits, townhalls, seminars, workshops, conferences, launch/announcements and other events.	Successful Event Management	25	
4.	Develop strategies to monitor and capture Global Challenges Media Coverage and outcomes. Maintain relevant records to facilitate reporting and assist in submission, funding proposal.	Captured outputs and data to facilitate accurate reporting of Global Challenges outcomes and achievements	10	
8.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing	
9.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing	
10.	Have OH&S responsibilities, accountabilities and authorities as outlined in the <a href="http://staff.uow.edu.au/ohs/commitment/responsibilities/document">http://staff.uow.edu.au/ohs/commitment/responsibilities/document</a>	To ensure a safe working environment for self & others.	Ongoing	

### Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

## Reporting Relationships:

Position Reports to:	Research Strategy Leader
The position supervises the following positions:	Nil
Other Key Contacts:	Global Challenges Leadership Team including Director Academic Leaders and Research Strategy Leader.

## Key Relationships:

### Contact/Organisation:

RaID

Strategic Marketing and Communications

Faculties

Research Strengths

Stakeholders including all levels of government, industry sectors and general community, researchers and research institution

Media contact

### Purpose & Frequency of contact

Regular engagement to align with RaID Marketing and Communication activities

Regularly engagement with Central UOW team in regards to Global Challenges

At least monthly -Work with Faculties in regards to Global Challenges

At least monthly -Work with Research Strengths team in regards to Global Challenges

Regular communication of Global Challenges initiative and outcomes

Regular communication of Global Challenges initiative and outcomes

## Key Challenges:

1. Combining strategic thinking with attention to detail
2. Working in a new, highly visible and strategic role
3. Coordinating multiple components and stakeholders and influencing the alignment of media and PR activities
4. To achieve the unit's strategic work objectives through direct communication and consultation with staff and colleagues.

## SELECTION CRITERIA - Knowledge & Skills:

### Essential:

- Excellent verbal and written communication skills and strong interpersonal skills
- Demonstrated ability to compose and present written material for a broad range of target audiences
- Highly competent user of relevant software including design and website content management applications
- Demonstrated ability to use a variety of social media platforms and engagement strategies
- Demonstrated ability to present complex research material for general audiences
- Demonstrated ability to build, develop and maintain relationships with a diverse range of stakeholders.
- Proven ability to work independently and effectively under pressure
- Excellent time management, coordination and organisation skills
- Able to work cohesively within a team environment and take direction when necessary.

## SELECTION CRITERIA - Education & Experience:

### Essential:

- Tertiary qualifications in a relevant discipline and/or relevant professional experience and training (e.g. communications/journalism)
- Substantial experience in developing and implementing communications and PR strategies

- Experience in management of Print and Web content and related technologies
- Experience in event management

### Personal Attributes:

- Organised with a high level of attention to detail, a good sense of design and commitment to high quality outcomes
- Exceptional communication, written and interpersonal skills
- Ability to work in a new and dynamic team environment
- A professional manner and the ability to exercise discretion and maintain confidentiality
- Self motivated with service/outcome oriented attitude, responsiveness and adaptability.

### Special Job Requirements:

Some out of hours work may be required during events.

### Approval:

Approved by Head of Unit: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by Human Resources: \_\_\_\_\_

Date: \_\_\_\_\_