UNIVERSITY OF WOLLONGONG

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Innovation Development Support Officer
Level: 5
Faculty/Division: Research & Innovation Division
Department/Location: Innovation & Commercial Research – Wollongong Main Campus

Primary purpose of the position:

The iAccelerate Project is a key strategic University of Wollongong imitative to develop an Innovation ecosystem for the University and the greater Illawarra community. With the projects significant win at the end of 2013 successfully securing $16.5 million of funding from the NSW State Government to build a Business Incubator on our Innovation Campus at North Wollongong the need to grow our team is urgent. The main aim of this position within the iAccelerate team is it to ensure that the level of engagement and market traction that has been already achieved is maintained and grown exponentially.

The role is to provide support to the implementation of marketing & communication plans, event management, and assistance in the development of the Innovation Ecosystem in the Illawarra. Additionally, the role will have a strong focus on social media activity and content creation. The position will also provide administration support to the Innovation Development team and other initiatives within Innovation and Commercial Research.

Position Environment: (Optional)

Innovation and Commercial Research consists of 3 key areas, Commercialisation, Commercial Research & Tenders and Innovation & Business Development. A key project for Innovation & Business Development is to grow the Innovation Ecosystem in the Illawarra and as such is the driver of a number of initiatives named iAccelerate.

The **iAccelerate** project encompasses the development of a Business Accelerator (the **iAccelerate Hub** 2014 - 2015 and **Centre** 2016), and other components / programs: iAccelerate Start – early stage ideas incubator, iAccelerate Advanced – business acceleration program, iAccelerate Entrepreneur Club, iAccelerate Educate an Entrepreneurship Education Program, iAccelerate Pitch - Entrepreneur Pitch training and final event to match investors with businesses, iAccelerate Mentor - a comprehensive Mentorship Network to provide support to all **iAccelerate** components and the wider Innovation Ecosystem.

This position will support the marketing and communication activities such as updating of the iAccelerate website and social media platforms, content creation for inclusion on iAccelerate and UOW media platforms, writing of media releases, event planning and coordination, assist with the development of promotional material and event sponsorships. In addition will provide day-to-day administration support to the Innovation Development Team and the Innovation and Commercial Research team.

Major Responsibilities:

Tasks	Percentage of time	Office Use Only
1. Provide communication and marketing support to the iAccelerate project including: • Website updates using CMS and search engine optimisation, • Use of social media platforms including Facebook and Twitter to update on events and news, • Prepare marketing promotional / adverting material and presentations, • Prepare draft media releases and maintain relationships with key media contacts • Understanding and Interpretation of online data and analytics • Development of multimedia content including video and interactive infographic development • Tracking and monitoring of media activity for iAccelerate	40	
2. Event and function development, co-ordination and promotion: • iAccelerate including Start, Advanced, E-Club, Pitch, Educate workshops, adhoc ICR events etc. • This will involve planning, promotion, facilitating, caretaking of VIP's, room bookings, visitor parking, RSVP management and catering for events.	30	
3. Support Day-To-Day organisation and support for Innovation Development Team including: • Financial Processing, • Budget tracking and reporting • Supply ordering, • Meeting organisation,	20	
4. Communication, reporting and relationship management • Communicate regulary with key stakeholders, staff members and external contacts around progress towards key milestones and goal achievement via assistnace with report drafting and circulation. • Maintain and build key relationships both internally and externally • Participate in the production of reports when required for senior management and key stakeholders.	10	
5. Observe principles and practices of Equal Employment Opportunity.	Ongoing	
6. Have WH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document.	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:

Innovation Development Senior Manager, Innovation and Commercial Research

This position will work closely with the iAccelerate Team members, including iAccelerate Hub CEO, iAccelerate Hub Operations Manager and with the ICR Business Development Manager.

The position supervises the following positions: Nil

SELECTION CRITERIA - Knowledge & Skills:

Essential:
- Demonstrated expertise with Social Media and Website Maintenance (CMS), experience in Electronic Direct Mail and general understanding of the internet, site optimisation and associated analytics.
- Excellent oral and written communication skills and a high level of accuracy and attention to detail.
- Demonstrated ability to exercise initiative and judgment in planning and prioritising tasks and projects.
- Demonstrated proficiency with Microsoft Office Products (Word, Excel, PowerPoint).
- A creative mindset with an open approach to problem solving.

Desirable:
- Experience with event organisation and co-ordination.
- Experience / interest with marketing and communications in a business and research context.
- Experience / interest in the creative process and utilisation of associated software
- Knowledge of the University working environment.

SELECTION CRITERIA - Education and Experience:

Essential:
- Relevant degree or diploma or experience/education/training deemed to be equivalent
- Experience working in a highly organized and structured environment
- Experience in working to tight deadlines and multitasking.

Personal Attributes:

- A keen team player who has a strong sense of accountability
- Ability to work independently and remotely when required.
- Ability to use initiative to solve problems and learn new processes
- Ability to liaise with individuals from a wide range of backgrounds at all levels and to maintain confidentiality
- Tolerance of rapidly changing environment with the ability to work under pressure and with changing priorities

- Positive outlook

Special Job Requirements:

Ability to work independently and remotely when required
Ability to work flexible hours and outside normal working hours when events are held

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____