

POSITION DESCRIPTION – General Staff
For levels 1 to 5

Position Title: Communications Officer

Level: 5

Faculty/Division: Vice Principal (Administration)

Department/Location: Office of Advancement

Primary purpose of the position:

The Communications Officer will provide communications solutions to support the Office of Advancement strategic engagement with its key stakeholders and raise the profile of the University of Wollongong (UOW) through its philanthropic fundraising initiatives.

The role carries the responsibility for sourcing, writing and distributing compelling communications and marketing materials, creating a narrative that supports the Development Team's efforts in securing philanthropic gifts and providing stewardship to donors.



Position Environment: (Optional)

The Office of Advancement is responsible for the strategic, university wide, integration and co-ordination of alumni relations, fundraising and community engagement functions to support the development of enduring relationships to provide multiple opportunities and connections to support the mission of the University of Wollongong.

The Office of Advancement contributes to the University of Wollongong's ability to outline a strong vision and build the commitment of stakeholders, including alumni, that supports its ability to compete effectively in a global context.

Major Responsibilities:

Tasks	Percentage of time	Office Use Only
<ul style="list-style-type: none"> Produce a range of effective and compelling communications and marketing materials which support the development team's efforts in securing philanthropic gifts as well as for the purposes of acknowledging, retaining, attracting and educating donors 	40%	
<ul style="list-style-type: none"> Liaise with and support development staff to understand their communication/marketing goals, objectives and target audiences to ensure consistent and effective stakeholder engagement 	20%	
<ul style="list-style-type: none"> Advise, implement, develop and report on strategic communication activities through consultation with Development staff to maximise a productive workflow 	15%	
<ul style="list-style-type: none"> Manage the Development website as well as drive social media content where appropriate. 	10%	
<ul style="list-style-type: none"> Manage multiple projects while keeping to set deadlines and budgets 	5%	
<ul style="list-style-type: none"> Liaise with internal and external stakeholders to ensure the production of high-quality, low-cost communication material, as well as including the Media Unit on any relevant activities requiring greater exposure. 	5%	

<ul style="list-style-type: none"> Support Office of Advancement events and major activities; also attend and contribute to meetings where relevant. 	5%	
<ul style="list-style-type: none"> Observe principles and practices of Equal Employment Opportunity 	Ongoing	
<ul style="list-style-type: none"> 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: Development Manager

The position supervises the following positions: None

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Extensive experience in developing and writing content for a variety of platforms.
- High level knowledge of Web Content Management Systems.
- Knowledge of the Higher Education Sector and Fundraising principles.
- Excellent interpersonal, communication, negotiation and relationship building skills.
- Sound knowledge of image and multi-media file formats.
- Ability to work independently.

SELECTION CRITERIA - Education and Experience:

Essential:

- Demonstrated ability to write compelling content for a variety of purposes with proven attention to detail.
- An undergraduate degree in media, communications and/or public relations.
- Demonstrated communications skills and experience in developing and implementing communications strategies for large organisations.
- Demonstrated experience in gathering content for publications and online communications from a range of sources.
- Demonstrated high level organisation/planning skills with the ability to prioritise work priorities, methods and project flow to accomplish objectives.

- Ability to develop and maintain key relationships, both with internal and external stakeholders and external suppliers.
- Ability to meet deadlines and manage multiple projects.
- Ability to be a proactive and forward thinking
- Previous project coordination experience

Personal Attributes:

- A capacity to develop or recognise new, innovative, or lateral ideas, solutions and products.

Special Job Requirements:

- N/A

Organisational Chart:

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____