

POSITION DESCRIPTION – Professional Services Staff

Position Title: Strategic Communications Officer

Level: 8/9

Division: Office of the Vice-Chancellor

Department: Government Relations Unit

Primary purpose of the position:

The Strategic Communications Officer is responsible for the research, development and production coordination of strategic communications (both print and digital) that inform and enhance the University's reputation, strategic activities and positional aspirations amongst major external stakeholders, particularly from a government and public policy perspective.

Reporting to the University's Director Government Relations, the Strategic Communications Officer will provide support to the Vice-Chancellor, and other members of the University of Wollongong's Leadership team by undertaking strategic communications development including speech writing as required.

The Strategic Communications Officer will also work across the University liaising with appropriate internal stakeholders as required to provide strategic communications support.

Position Environment:

The Government Relations Unit reports directly to the Vice-Chancellor and co-ordinates the University's overall engagement and advocacy activities with Government particularly at Federal and State level. This position will provide effective and proactive support to these activities.

Major Responsibilities:

	Tasks	Outcomes	Percentage of time
1.	Researching, writing, concept to graphic design stage, editing and proofing of strategic University of Wollongong publications and other communication materials (both print and/or electronic)	University's positional reputation amongst major stakeholders including government is enhanced	50%
2.	Provide strategic support to the Vice-Chancellor as well as other members of the University of Wollongong's Leadership team by undertaking special writing and profiling tasks as required.	Tasks completed to a high and acceptable standard	30%
3.	Proactively build strong working relationships with internal and external stakeholders ensuring opportunities to promote the University's achievements and initiatives are identified and maximised.	Increased awareness of the University amongst major stakeholder groups	20%
4.	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
5.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing
6.	Have WH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	To ensure a safe working environment for self & others.	Ongoing

Reporting Relationships:

Position Reports to:	Director Government Relations
The position supervises the following positions:	Nil
Other Key Contacts:	Vice-Chancellor Deputy Vice-Chancellor (Global Strategy) UOW Senior Executive Executive Deans Senior Manager, Strategic Marketing and Communications UOW Directors and Senior Managers Strategic Marketing and Communications Unit Protocol Officer Media contacts

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent written, verbal and interpersonal communication skills.
- Excellent proof reading skills and attention to detail.
- Demonstrated ability to work well under pressure/handle several projects at once.
- Excellent team working skills to work cooperatively and effectively in a team environment
- Demonstrated ability to deal with clients independently and liaise with contacts at all levels of an organisation and externally.
- Demonstrated working knowledge of Microsoft office suite
- Knowledge of Higher Education environment
- Understanding of customer service principles

Desirable:

- Demonstrated working knowledge of Adobe Creative Suite.

SELECTION CRITERIA - Education and Experience:

Essential:

- Bachelor Degree in Journalism, Media, Communications or a related discipline, or equivalent relevant experience and professional development.
- Demonstrated experience developing corporate profiling communication (print and digital)
- Extensive professional experience writing communications for a broad variety of audiences and media.

Personal Attributes:

- Ability to adapt to address emerging priorities and work effectively under pressure.
- Collaborative and inclusive communication style.
- High levels of flexibility and versatility.
- Strong personal initiative and motivation.
- Ability to maintain confidentiality.

Special Job Requirements:

The Strategic Communications Officer may be required to travel and work extended hours from time to time.

Roles and Responsibilities in Relation to Workplace Health and Safety:

The University of Wollongong is committed to providing a safe and healthy workplace for its workers, students and visitors. All members of the University community have a collective and individual responsibility to work safely and be engaged in activities to help prevent injuries and illness.

In addition to the major accountabilities/responsibilities required for your position, you also hold the following roles and responsibilities in relation to Workplace Health and Safety:

All Staff

- Take reasonable care for your health and safety as well as others.
- Comply with any reasonable instruction by the University.
- Cooperate with any reasonable policies and procedures of the University including reporting of hazards or incidents via the University reporting process.
- Certain staff have specific responsibilities for Work Health and Safety (WHS), further information is available in the document [Roles And Responsibilities for WHS](#) and [WHS Management System](#).
- Ensure work area, equipment and practices are compliant with applicable legislation, standards, codes of practice and University guidelines.
- Ensure risk management activities are undertaken to minimise WHS risk including hazard and incident reporting, risk assessment and safe work procedures.
- Provide the necessary instruction, information, induction, training and supervision to enable work to be carried out safely.
- Ensure Work Health and Safety (WHS) activities and requirements are implemented for area as outlined in the [Roles And Responsibilities for WHS](#) and [WHS Management System](#).

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.

Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____