

**COMMUNICATIONS OFFICER
POSITION DESCRIPTION**

Position Title:	Communications Officer	Position Number: 00018615	Faculty/Division: Office of the Vice-Chancellor and President
Classification:	HEO7	No. Direct Reports & Highest Classified Position:	School/Branch: External Relations Portfolio
FTE: 1.0	Reports to: Deputy Director of Media and Corporate Relations	Fixed <input checked="" type="checkbox"/> Continuing <input type="checkbox"/>	Discipline/Unit: Corporate Relations
Position Summary:	<p>The External Relations Portfolio comprises of two units i.e. Advancement Office and Partnership and Corporate Relations. The Branch has been created to develop and foster partnerships and links with business, government, alumni and the community and to optimise the effectiveness and efficiency of engagement activities, including communications, within one portfolio.</p> <p>The Communications Officer is responsible for developing and delivering communications and marketing strategies and activities for the External Relations Portfolio. This includes project managing the production of publications and collateral; copywriting and editing; and supporting the delivery and integration of social media and online activity.</p>		
Position Characteristics:	Scope	Working under limited direction the Communications Officer is responsible for assisting the Communications Team in the development and delivery of communications and marketing materials to fulfil the External Relations Portfolio's goals and targets.	
	Significant internal/external relationships	Communications Assistant within the External Relations Portfolio Events Coordinator within the External Relations Portfolio Directors, Managers and staff within the External Relations Portfolio Faculty and School staff Protocol and Events Coordinator in the Office of the Vice-Chancellor University Marketing and Communications Branch Key external stakeholders including prominent alumni and donors Key suppliers including graphic designers, printers and photographers	
	Special conditions	Work out of standard hours as required Reasonable workplace adjustments will be made for people with a disability.	
	Delegations	Nil	

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Key Responsibilities and Outcomes	1	Communications	<ul style="list-style-type: none"> ▪ Play a lead role the development of the External Relations Portfolio strategy for communications (including print, website, and social media) and events and devise associated operational plans to meet agreed annual objectives ▪ Manage and participate in the delivery of the Branch's on-line presence and ensure appropriate feedback and evaluation tools are incorporated ▪ Manage and participate in the production of External Relations Portfolio publications, marketing and print collateral and ensure appropriate feedback and evaluation tools are incorporated ▪ Regularly review, evaluate and advise on existing marketing and communications strategies and associated materials within the Branch and update the implementation plans as required ▪ Convene and facilitate relevant communications working groups ▪ Identify communications opportunities for the Branch to improve the delivery of services and outcomes and to increase engagement opportunities with stakeholders ▪ Represent the University internally and externally as required
	2	Website and social media	<ul style="list-style-type: none"> ▪ Participate in the ongoing maintenance of the Branch's online presence, including writing stories and copy ▪ Contribute to the development of the External Relations Portfolio Branch's presence on social media including posting and creating agreed content ▪ In the absence of the Communications Assistant, maintain the External Relations Portfolio website and social media channels
	3	Marketing and communications delivery	<ul style="list-style-type: none"> ▪ Manage the production of publications including the Roar, Lumen and other newsletters ▪ Manage the production and delivery of collateral including reports, posters, banners and brochures in hardcopy and electronic formats and ensuring collateral is of high quality and maintains University brand standards ▪ Project manage significant communications activities (for example External Relations Portfolio's presence on new social media platforms) ▪ Liaise with external stakeholders to write copy and stories for External Relations Portfolio and University publications (for example the annual report) ▪ Monitor and evaluate all collateral with responsibility for reports and continuous improvement ▪ Support email marketing and e-newsletters within the Branch including workflow,

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			approval, building and quality control
	4	Leadership	<ul style="list-style-type: none"> ▪ Support the day to day leadership of team members, including directing activities and monitoring completion ▪ Take the lead role in communication activities, coaching, guiding and mentoring team members. ▪ Actively contribute to building and engagement culture across the University ▪ Provide advice on University policies and procedures in relation to communication, publication and external relations.
	5	Project work	<ul style="list-style-type: none"> • Participate in projects within the Branch • Contribute to continuous improvement of communications activities within the External Relations Portfolio.
Criteria	Capabilities and Behaviours	Achievement Drive	<ul style="list-style-type: none"> • Delivers high quality output. • Committed to meeting deadlines even with demanding timeframes. • Negotiates and sets expectations for work commitments.
		Communication	<ul style="list-style-type: none"> • Uses appropriate communication methods for effective interactions with a preference towards personal interactions. • Is persuasive and confident in communicating ideas. • Negotiates win-win outcomes by exploring different positions and building consensus.
		Flexibility and Adaptability	<ul style="list-style-type: none"> • Adapts responses and tactics to fit changing circumstances. • Provides ideas for improvement and constructive input into change initiatives.
		Leadership	<ul style="list-style-type: none"> • Leads projects in area of responsibility. • Displays a confidence in own ability and a willingness to continually develop own skills and knowledge. • Portrays the organisation and work area in a positive manner.
		Relationship Building	<ul style="list-style-type: none"> • Focuses upon establishing and maintaining productive relationships with key internal groups to ensure collaborative work practices. • Develops a broad network of useful contacts both inside and outside the University. • Builds trust in relationships through maintaining confidentiality and keeping commitments.

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		Teamwork	<ul style="list-style-type: none"> • Accomplishes shared goals through accepting joint responsibility. • Supports team members to achieve their goals by sharing workloads. • Exercises tact, tolerance and humour to promote team harmony.
	Knowledge and Experience	<ul style="list-style-type: none"> ▪ Demonstrated excellent communication skills, in particular written and interpersonal ▪ Demonstrated ability to build and manage stakeholder relationships ▪ Demonstrated ability to work collaboratively, develop effective networks and partnerships ▪ Demonstrated project management and planning experience ▪ Demonstrated knowledge of corporate communications tools including web, social media and print mediums ▪ Demonstrated experience in providing a high level of pro-active customer service to internal and external stakeholders ▪ Demonstrated ability to work effectively within a complex and changing environment ▪ Demonstrated ability to deal with confidential and sensitive matters ▪ Knowledge of the Australian Higher Education sector desirable 	
	Qualifications	<ul style="list-style-type: none"> ▪ Tertiary qualifications and/or additional professional qualifications in journalism or communications or digital marketing or equivalent plus extensive relevant experience in these fields ▪ Project management qualifications desirable 	
Occupational Health, Safety and Welfare Requirements		<ul style="list-style-type: none"> • All Supervising staff are required to implement and maintain the University's OH&S Management System in areas under their control ensuring compliance with legislative requirements and the established Performance Standards. All other staff will assist the Head of School/Branch to create and maintain a safe and healthy work environment by working safely, adhering to instructions and using the equipment provided in accordance with safe operating procedures. Where appropriate, staff will initiate and participate in worksite inspections, accident reporting and investigations, develop safe work procedures and provide appropriate information, instruction, training and supervision. Staff will also inform the Head of School/Branch of any unsafe working practices or hazardous working conditions. 	
University Expectations		<p>All staff are expected to:</p> <ul style="list-style-type: none"> • Contribute to the efficient and effective functioning of their team or work unit in order to meet University objectives. This includes demonstrating appropriate and professional workplace behaviours in accordance with the Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed by one's supervisors; • Participate in the Planning, Development and Review which includes a regular review of their performance against the responsibilities and performance objectives associated with the role and demonstration of appropriate behaviours which reflect a commitment to the University's values and strategic directions; • Perform their responsibilities in a manner which reflects and responds to continuous improvement; and • Read, understand and comply with all University policies and procedures. 	

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<p>Approvals: Head of School / Branch Manager</p>	<p>Head of School / Branch Manager Name: Signature: Date:</p>	<p>Director Human Resources Name: Signature: Date:</p>
<p>Acknowledgement of Incumbent</p>	<p>I have read and understood the requirements of the position Name: <i>(please print)</i> Signature: Date:</p>	