

COMMUNICATIONS ASSISTANT
POSITION DESCRIPTION

Position Title:	Communications Assistant	Position Number: 18665	Faculty/Division: Division of the Vice-Chancellor and President
Classification:	HEO4	No. Direct Reports & Highest Classified Position: 0	School/Branch: External Relations Portfolio
FTE: 1.0	Reports to: Deputy Director, Media and Corporate Relations	Fixed <input checked="" type="checkbox"/> Continuing <input type="checkbox"/>	Discipline/Unit: Partnerships & Corporate Relations Office
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 Assistant is responsible for assisting in the development and delivery of communications and marketing for the External Relations Portfolio branch which includes maintaining the website and social media and writing, editing and producing marketing collateral and publications under the guidance of the Deputy Director, Media and Corporate Affairs.</p>		
Position Characteristics:	Scope	Working under general direction the Communications Assistant is responsible for assisting the Partnerships & Corporate Relations 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 Coordinators in the External Relations Portfolio branch Events Coordinator in the Branch Directors, Managers and staff within the External Relations Portfolio branch Faculty and School staff Protocol and Events Coordinator in the Office of the Vice-Chancellor University Marketing and Communications Branch	
	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	Website and social media development and maintenance	<ul style="list-style-type: none"> • Assist with the review and relaunch of the External Relations Portfolio branch website to meet the needs of the key stakeholders and ensure the presence of dynamic, accurate information • Undertake the ongoing standard maintenance of the External Relations Portfolio branch website including ensuring accuracy and developing new content • Ensure the website complies with the University's visual identity guidelines • In conjunction with the Deputy Director, Media and Public Affairs, monitor trends in website design and content to ensure a dynamic and progressive online presence as well as integration with social media • Contribute to the development of the External Relations Portfolio's presence on social media including posting and creating agreed content • Monitor and evaluate all online platforms with responsibility for writing regular routine reports • Where required, provide routine training to External Relations Portfolio branch staff on using online systems including the website
	2	Marketing and communications	<ul style="list-style-type: none"> • Coordinate the process for all email marketing within the Branch including the workflow, approval, building and quality control • Coordinate the preparation of electronic newsletters including the development of templates, and the training of engagement staff • Contribute to the production of marketing materials and publications (including some writing and editing) and working with the External Relations Portfolio branch to ensure collateral is of high quality and maintains University brand standards • Where required, provide standard training to External Relations Portfolio branch staff on using online systems including email marketing
	3	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 branch

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Criteria	Capabilities and Behaviours	Achievement Drive	<ul style="list-style-type: none"> • Takes responsibility for own work to achieve quality results • Sets own work priorities and uses tools to manage their time effectively to achieve work objectives. • Meets deadlines and follows through on commitments.
		Communication	<ul style="list-style-type: none"> • Seeks to understand the viewpoint of others and asks questions to clarify meaning. • Conveys ideas clearly to others, both verbally and in print. • Co-operates with others, shares relevant information and seeks information from others as required.
		Flexibility and Adaptability	<ul style="list-style-type: none"> • Willingly adopts different approaches in order to achieve results. • Accepts changes in job role in a positive manner. • Is open to new and different ways of doing things.
		Relationship Building	<ul style="list-style-type: none"> • Maintains composure when dealing with others. • Responds to colleagues in a timely and courteous manner. • Is approachable and receptive to others,
		Teamwork	<ul style="list-style-type: none"> • Encourages cooperation and collaboration. • Works effectively in a team environment. • Relates well to other team members.
	Knowledge and Experience	<ul style="list-style-type: none"> ▪ Demonstrated knowledge and experience in developing and maintaining a website ▪ Knowledge of and experience in applying social networking and new media trends to an online environment ▪ Demonstrated experience in assisting in the development of a broad range of online communication tools to meet the needs of a diverse group of stakeholders ▪ Good verbal and interpersonal communication skills ▪ Proven written skills ▪ High level organisational skills and the ability to be self-motivated, working individually or as part of a team. ▪ Experience in assisting with projects from initiation to completion and evaluation, including in an online environment ▪ Demonstrated knowledge of corporate communications tools including web, social media and print mediums ▪ Knowledge of the Australian Higher Education sector desirable 	

