 Communications Advisor

POSITION DESCRIPTION

Advancement, Communications and Marketing
Chancellery

POSITION NO 0052690
CLASSIFICATION UOM 7
SALARY $102,338 - $110,780
SUPERANNUATION Employer contribution of 17%
WORKING HOURS Full-time (1 FTE)
BASIS OF EMPLOYMENT Fixed term for 12 months
OTHER BENEFITS https://about.unimelb.edu.au/careers/staff-benefits
HOW TO APPLY Online applications are preferred. Go to
http://about.unimelb.edu.au/careers, select the relevant option
(‘Current Opportunities’ or ‘Jobs available to current staff’), then find
the position by title or number.

CONTACT FOR ENQUIRIES ONLY Emma Gilmour
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Please do not send your application to this contact

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about.unimelb.edu.au/careers
**Position Summary**

The Communication Advisor will support the Associate Director, Strategic Communications (Global, Culture and Engagement) to provide strategic communications and stakeholder engagement advice and support across the portfolio.

This role will plan, develop, coordinate and deliver a broad range of communications activities to support key strategic global, culture and engagement priorities and programs to drive and advocacy, internally and externally.

This role works closely with the Associate Director, Strategic Communications (GCE) to protect and enhance the University’s profile by providing counsel and supporting global, culture and engagement initiatives in the delivery streams of strategic communications and social media.

This role will be required to develop an understanding of stakeholders and audiences, domestically and globally, and to proactively identify content creation opportunities for these audiences.

1. **Key Responsibilities**

   - Produce communications materials for use across the full range of strategic communications disciplines, including media relations, stakeholder engagement, internal communications, issues management and corporate event management, domestically and globally.
   - Producing quality and timely content for a variety of internal and external channels, including news and opinion pieces, staff hub, websites, Pursuit, and social media platforms.
   - Assist in developing and executing integrated communication plans for a range of strategic initiatives.
   - Build and maintain effective working relationships with internal and external stakeholders. This includes developing and maintaining tools, stakeholder reporting, and managing stakeholders across Faculty comms teams and the wider Communications & Marketing function, to align on international announcements.
   - Support the Associate Director, Strategic Communications in planning, coordinating, sharing, and executing communications activities in collaboration with the wider Strategic Communications team, competing priorities, and channel selection across the organisation.

1.1 **Selection Criteria**

   - **ESSENTIAL**
     - A degree with relevant experience, or extensive experience and specialist expertise in communications, or an equivalent combination of both.
     - Excellent skills in oral and written communications.
     - Expertise in the production of targeted, engaging communications for print and digital channels.
     - Proven track record in executing content and delivering exceptional client service accurately and in a timely manner.
     - Ability to operate with independence in an ambiguous, rapidly changing operating environment with competing priorities.
     - Demonstrated presentation skills.
• Proven ability to build, establish and maintain relationships and manage multiple stakeholders.

• Ability to work to a high ethical standard always ensuring professionalism and confidentiality.

1.2 DESIRABLE

• Proven ability to understand and work within a global media and communications landscape.

• Proactive inclination and aptitude to take initiative.

2. Job Complexity, Skills, Knowledge

2.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under the broad direction of the Associate Director, Strategic Communications (Global, Culture and Engagement). The position exercises a high level of independence and requires sound judgment in carrying out its responsibilities. The role will collaborate closely with other colleagues across the University.

2.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to exercise independent judgment in prioritising and focusing their work to ensure positive outcomes. The position also requires high level of problem solving and influencing skills and will be required to communicate with a wide range of stakeholders, including both academic and professional staff and international partners.

2.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to develop a sound knowledge of the University of Melbourne’s strategic direction. An understanding of the major international and national trends and internal factors, which impact on higher education and, specifically, the University of Melbourne, as well as their significance to strategic planning, is important.

2.4 RESOURCE MANAGEMENT

This position is not responsible for managing other staff.

2.5 BREADTH OF THE POSITION

The incumbent will be required to liaise across the University, as well as with external organisations. The position contributes to a range of activities that have a wide impact on the University and the public arena. High-level relationship building and public engagement capacity is essential, as is the ability to action sophisticated communication strategies.
3. **Equal Opportunity, Diversity and Inclusion**

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion, and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people’s age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

4. **Occupational Health and Safety (OHS)**

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

https://safety.unimelb.edu.au/people/community/responsibilities-of-personnel

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

5. **Other Information**

5.1 **ADVANCEMENT, COMMUNICATIONS & MARKETING**

Communications and Marketing: The University’s Communications and Marketing function provides strategic, advisory and operational services to support the academic mission and the University strategy. It fosters a culture of best practice and collaboration across the University’s communication and marketing teams and stakeholders and uses data-driven insights to inform decision-making across the University.
5.2 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia’s premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at http://about.unimelb.edu.au/careers

5.3 ADVANCING MELBOURNE

The University’s strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University’s commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.

We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.

We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.

We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne’s academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.

5.4 GOVERNANCE

The Vice-Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at https://about.unimelb.edu.au/strategy/governance