Communications Advisor (FVAS)

POSITION DESCRIPTION

Strategy and Culture
Chancellery

POSITION NO 0043619

CLASSIFICATION UOM 7

SALARY $96,002 - $103,921 per annum (pro rata for part-time)

SUPERANNUATION Employer contribution of 17%

WORKING HOURS Full-time (1 FTE)

BASIS OF EMPLOYMENT Continuing

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 Daryl Holland
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Please do not send your application to this contact

For information about working for the University of Melbourne, visit our website: about.unimelb.edu.au/careers
**Position Summary**

The Communication Adviser (FVAS) will support the Communications Lead to deliver integrated communications and stakeholder engagement advice and support to the Faculty of Veterinary and Agricultural Sciences.

This role will plan, develop, coordinate and deliver a broad range of communications activities to support key priorities and programs within the faculty, to drive awareness and advocacy, internally and externally.

This role works closely with the Communications Lead to protect and enhance the University’s profile by developing and delivering content to support key initiatives across internal and external channels (including news outlets, events, social and digital platforms).

This role will be required to develop an understanding of stakeholders and audiences, and to proactively identify content creation opportunities as well as manage reactive communications needs to maintain advocacy and engage key audiences.

1. **Key Responsibilities**

   - Coordinate communications 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 maintaining effective working relationships with internal and external stakeholders.
   - Support the Communications Lead to plan, coordinate and execute communications activities and content development for multiple channels as required.

2. **Selection Criteria**

2.1 **ESSENTIAL**

   - Some work experience within relevant marketing and communications field and a tertiary qualification in marketing, communications, finance, business or a related discipline.
   - Demonstrated coordination of strategic activities within a large and complex organisation with a strong record in delivering exceptional client service.
   - High level experience in complex decision making requiring high levels of expertise and judgement.
   - Demonstrated experience in reactive and proactive communications including issues management, media promotion and or internal stakeholder engagement.
   - Proven ability to build, establish and maintain collaborative relationships and manage multiple stakeholders.
Strong written and verbal communication skills.

Ability to work to a high ethical standard, ensuring professionalism and confidentiality at all times.

Collaboratively embraces the challenges of the environment to effective business outcomes.

2.2 DESIRABLE

- Experience in a Health, Science, Veterinary or Agriculture sector
- Ability to understand University strategic priorities
- Ability to work with and manage ambiguity and make strategic decisions in the best interests of the organisation.
- Proactive inclination and aptitude to take initiative.
- Ability to influence outcomes and direct resources in the most appropriate way to add value for the University.
- Experience in advising appropriate risk-based approaches to add value for the organisation, with appropriate tools or other solutions successfully implemented.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

- Working under the general direction of the Communications Lead this role is required to operate with a degree of independence to manage areas of responsibility and retain a high sense of client service and liaison in all that they do.

3.2 PROBLEM SOLVING AND JUDGEMENT

This role is required to problem solve on a daily basis, managing priority tasks, and asserting judgement in relation to the escalation of issues arising that could affect the University's brand and/or reputation. They will be required to anticipate and resolve issues and exercise sound judgement.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

This position will work positively as a team within a fast-paced environment. This position will need to be up to date with the latest professional developments, news and trends, as well as developing sound knowledge of the University’s and Faculty’s strategic direction.

3.4 RESOURCE MANAGEMENT

The position is not responsible for managing other staff.

3.5 BREADTH OF THE POSITION

This position interacts with senior professional and academic staff from across the Faculty and broader University, with members of the Communications & Marketing team, and other internal and external key stakeholders.
4. 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.

5. 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.

6. Other Information

6.1 STRATEGY AND CULTURE

The Strategy and Culture portfolio includes six teams:

- **University Governance**: Provides expert advice and governance support to the University Council and its subcommittees and the University Executive. The Academic Board Secretariat within the Governance team provides expert advice and governance support for the Academic Board, which is a committee of Council established under the University of Melbourne Act with delegated oversight of academic policy and quality. University Governance also oversees the University’s regulatory framework.

- **Strategy, Planning and Performance**: Oversees the development of the University strategic plans and enabling plans, and their integration and implementation through the academic and business planning framework. SPP also is responsible for monitoring and reporting on performance, including institutional rankings and international benchmarking, and undertaking institutional research and business analysis.
• **Policy and Government Relations**: Provides analysis and insight regarding public policy related to the work of the University, develops and advocates policy positions and coordinates and supports the University’s relationships with Government.

• **Community and Cultural Partnerships**: Spans the strategic leadership of the University's place-based engagement priorities, including campus neighbourhoods, Melbourne’s west and the Goulburn Valley; and cultivating relationships with key community and civic partner organisations, including several organisations working to advance Indigenous development. The team also has oversight of the development of the cultural estate plan and cultural affiliates and departments such as the Potter Museum, Melbourne Theatre Company and Science Gallery.

• **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.

• **HR and OHS**: This team specialises in attracting the best thinkers in the world, supporting our innovative and diverse community, and ensuring the University is a place to grow and thrive.

### 6.2 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](http://about.unimelb.edu.au/careers)

### 6.3 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.

6.4 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