# Communications and Engagement Coordinator

<table>
<thead>
<tr>
<th>POSITION NO</th>
<th>0059680</th>
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<tbody>
<tr>
<td>CLASSIFICATION</td>
<td>UOM 7</td>
</tr>
<tr>
<td>SALARY</td>
<td>$102,338 - $110,780 p.a. (pro rata for part-time)</td>
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<tr>
<td>SUPERANNUATION</td>
<td>Employer contribution of 17%</td>
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<tr>
<td>WORKING HOURS</td>
<td>Full time (1 FTE)</td>
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<tr>
<td>BASIS OF EMPLOYMENT</td>
<td>Fixed term 3 years</td>
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<tr>
<td>OTHER BENEFITS</td>
<td><a href="https://about.unimelb.edu.au/careers/staff-benefits">https://about.unimelb.edu.au/careers/staff-benefits</a></td>
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<td>HOW TO APPLY</td>
<td>Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a>, select the relevant option (‘Current Opportunities’ or ‘Jobs available to current staff’), then find the position by title or number.</td>
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**CONTACT FOR ENQUIRIES ONLY**
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*Please do not send your application to this contact*

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For information about working for the University of Melbourne, visit our website: [about.unimelb.edu.au/careers](https://about.unimelb.edu.au/careers)
Acknowledgement of Country

The University of Melbourne acknowledges the Traditional Owners of the unceded land on which we work, learn and live: the Wurundjeri Woi Wurrung and Bunurong peoples (Burnley, Fishermans Bend, Parkville, Southbank and Werribee campuses), the Yorta Yorta Nation (Dookie and Shepparton campuses), and the Dja Dja Wurrung people (Creswick campus).

The University also acknowledges and is grateful to the Traditional Owners, Elders and Knowledge Holders of all Indigenous nations and clans who have been instrumental in our reconciliation journey.

We recognise the unique place held by Aboriginal and Torres Strait Islander peoples as the original owners and custodians of the lands and waterways across the Australian continent, with histories of continuous connection dating back more than 60,000 years. We also acknowledge their enduring cultural practices of caring for Country.

We pay respect to Elders past, present and future, and acknowledge the importance of Indigenous knowledge in the Academy. As a community of researchers, teachers, professional staff and students we are privileged to work and learn every day with Indigenous colleagues and partners.

Position Summary

The Communications and Engagement Coordinator will work within Office of the Provost to create engaging, relevant, consistent and integrated communications to support the successful implementation of Advancing Students and Education (ASE) Strategy 2030.

The ASE Strategy articulates our vision to build, nurture and strengthen a vibrant, diverse and inclusive scholarly community that empowers our students to thrive, supported by excellent teaching and student services. This will be achieved through an ambitious seven year program of work designed to strengthen teaching and learning, and all students’ experiences in the University. Key focus areas include curriculum, teaching and learning quality and innovation, learning technologies and spaces, student wellbeing, student voice, improving student support and widening participation for students from diverse backgrounds.

Reporting to the Senior Program Manager, and with broad direction from the Strategic Communications Lead and Project Sponsors, this role will develop and execute coordinated communication and engagement strategies to enable whole-of-institution change.

Exceptional communication, writing and editing skills, creativity and project management abilities are key to the success of this role, along with an ability to tailor communications to the needs of staff with different roles and in various contexts. The successful applicant will have well developed organisational and interpersonal communication skills, attention to detail and excellent written and verbal communication skills.

Given the University-wide nature of ASE Strategy, the Communications and Engagement Coordinator must develop and maintain effective working relationships with a range of stakeholders including senior executives, academics, and professional staff from across the institution.
1. **Key Responsibilities**

- Coordinate the delivery of an integrated change and communication plan for the ASE Strategy, ensuring alignment with other strategic initiatives sitting under the Office of the Provost portfolio.
- Produce and curate engaging, relevant and timely content to engage and inform stakeholders of current priorities, key milestones, deliverables and achievements across a variety of channels to support change and communications activities.
- Contribute to the development and delivery of change and communication strategies to drive awareness of, engagement with, and advocacy for the ASE Strategy, and its projects, in partnership with relevant program leads.
- Prepare and refine key messaging about the ASE program and its projects for Sponsors and the Leadership Group with input from subject matter experts, including alignment to other strategic and operational priorities.
- Works closely with the ASE Project Team to:
  - analyse the impact of changes on students and staff to anticipate needs and develop tactics to address potential barriers to change.
  - coordinate stakeholder engagement activities across ASE for stakeholder groups who might be impacted across multiple projects.
  - provide communications advice to Project Managers to support the delivery of their workstreams.
- Develop and implement quality assurance processes and evaluate communications performance making recommendations for enhancements.
- Understand, translate and tailor messaging relating to complex information to disseminate to multiple audiences.
- Work collaboratively and build effective working relationships with Office of the Provost team members and other contacts within Chancellery and across the University.
- Complete other tasks within the Office of the Provost portfolio that may be directed from time to time.

2. **Selection Criteria**

2.1 **ESSENTIAL**

- A minimum bachelor level degree with subsequent relevant experience; or extensive experience and specialist or broad knowledge in communications; or an equivalent combination of relevant experience and education/training.
- Demonstrated knowledge and experience using communication to enable organisational change, including the development and implementation of communications plans to motivate, persuade and engage with internal and external stakeholders.
- Demonstrated excellent writing skills showing flexibility across a range of purposes, audiences, channels and styles as well as strong attention to detail.
- Demonstrated experience problem solving to solve business challenges and guide decision-making including the ability to critically evaluate information; think creativity and mitigate resistance.
- Demonstrated stakeholder management and relationship-building expertise to achieve organisational objectives. This includes the ability to listen, engage, analyse, adapt and
negotiate within a collaborative working environment and use networks to identify and resolve issues.

- Good judgement, with an ability to anticipate project and stakeholder needs, and to identify dependencies and implications to own projects across portfolio of work.
- Demonstrated organisational skills and the ability to effectively plan, prioritise and manage work across a mixture of responsive and longer-term tasks.
- Demonstrated project management experience including development and implementation of project plans within a shared project management platform.

### 2.2 DESIRABLE

- Experience of, or exposure to, structured change and/or project management methodologies and approaches.
- Experience in a teaching and learning, higher education or public policy setting within a large complex organisation.
- Knowledge of the University of Melbourne's systems, policies and procedures.

### 3. Job Complexity, Skills, Knowledge

#### 3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent reports to the Senior Program Manager and will work with broad direction from the Strategic Communications Lead and Project Sponsors. They will exercise responsibility for management of their own projects including time management and prioritisation of tasks. The incumbent will work collaboratively with other members of the Office of the Provost team, internal stakeholders including senior executives, academics, and professional staff from across the institution.

#### 3.2 PROBLEM SOLVING AND JUDGEMENT

The position requires high level of problem solving and influencing skills and will be required to develop communications for a wide range of stakeholders, including both academic and professional staff.

The incumbent is required to understand, interpret and communicate specialist and complex information, and will adapt their approach to meet the needs of the intended audience.

Problem-solving skills and independent judgement are required in working a variety of competing demands and deadlines. The incumbent should be results and solutions oriented, applying creativity and lateral thinking to address challenges as they arise.

#### 3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent will develop a deep understanding of their own projects. They will also develop a sound knowledge of the University’s strategic directions and familiarity with the mission and initiatives of the broader Office of the Provost portfolio.

An understanding of the major international and national trends and internal factors which impact on the University of Melbourne's students and education strategic priorities is important.
More broadly, the incumbent should develop a working understanding of the University’s organisational structure as well as relevant policies and procedures – particularly relating to teaching and learning and student management.

3.4 RESOURCE MANAGEMENT

The incumbent directly manages their own time resources, applying their knowledge and problem-solving skills to streamline tasks, and will bring to the attention of their supervisor and the executive lead(s) for their project(s) any requirements for additional resources.

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 Strategic Communications team, and other internal and external key stakeholders.

The incumbent will be required to liaise across the University, as well as with external organisations. The position contributes to a range of activities through research and complex data analysis that have a wide impact on the University and in the public arena. High-level relationship building and public engagement capacity is essential, as is the exercise of sophisticated communication strategies.

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 CHANCELLERY

Chancellery is led by the vice-chancellor and has a university-wide focus on:

- Delivering strategic leadership
- Allocating capital according to strategic priorities
- Developing and overseeing a business framework that includes appropriate financial and other organisational planning and controls
- Ensuring identity or brand is consistent with strategic intent and purpose, and
- Overseeing policies and initiatives that develop the academic and professional expertise of university staff members.

6.2 OFFICE OF THE PROVOST

Led by the Provost, the Office of the Provost supports the achievement of the vision and objectives for education, people and community set out in Advancing Melbourne 2030. The Office of the Provost portfolio sits alongside other divisions (Research, International, Strategy & Culture, Administration & Finance) within Chancellery, and is responsible for strategic leadership in:

- Education and student experience, including curriculum, teaching and learning quality and innovation, learning technologies and spaces, student wellbeing and engagement and widening participation for students from diverse backgrounds.
- People and Community, including Human Resources, academic and professional staff careers, University community-building, diversity and inclusion for students and staff, and the Respect at Melbourne program.
- Indigenous strategy, including research, education and engagement, student and staff planning, truth-telling and cultural heritage.

The Office of the Provost works closely with Faculties, other areas of Chancellery and external partners.

6.3 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

6.4 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.

6.5 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