Melbourne Institute: Applied Economic & Social Research  
Faculty of Business and Economics

Communications and Publications Manager

POSITION NO 0044722
CLASSIFICATION UOM 7
SALARY $98,402 – $106,519 p.a
SUPERANNUATION Employer contribution of 17%
WORKING HOURS Full-time (1.0 FTE)
BASIS OF EMPLOYMENT Fixed term for 13 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.

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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
Acknowledgement of Country

The University of Melbourne acknowledge the Elders, and descendants of the Wurundjeri people who have been and are the Custodians of these lands. We acknowledge that the land on which we meet was the place of age-old ceremonies, of celebration, initiation and renewal, and that the local Aboriginal peoples have had and continue to have a unique role in the life of these lands.

Position Summary

The Communications and Publications Manager is responsible for the development, implementation and evaluation of the Melbourne Institute’s publications and engagement strategy. This role works closely with the Director, Business Manager, Senior Leadership Team, and the / University of Melbourne Strategic Communications team to raise awareness of the Melbourne Institute’s activities with a view to enhancing its public profile.

As a part of the Engagement Team (two Communications and Publications Manager positions, an External Funding Manager, an Event Coordinator and an Engagement Support Officer), the Communications and Publications Manager supports the Melbourne Institute in its mission to be recognised as a global leader in applied economic and social research. This position will work to promote the Melbourne Institute’s reputation, and efficiently and creatively manage the Melbourne Institute’s external and internal publication and media presence, providing a dynamic medium for communicating the Institute’s values and achievements to the general public.

The Communications and Publications Manager will liaise proactively with key Melbourne Institute staff including senior leadership about newsworthy projects and research and develop public communication plans to promote them and also lead media liaison and media release development.

In consultation with the Director and Business Manager, the Communications and Publications Manager will develop and implement innovative media/publication strategies for internal and external audiences. This position will also identify, develop, manage and exploit new communication opportunities for the benefit of the institute. The Communications and Publications Manager will be responsible for developing and managing a publication timeline for regularly occurring publications as well providing light editorial review of the publications.

This position works closely with another part-time Communications and Publications Manager position at the Melbourne Institute, two full-time roles that form the Engagement Team, and supervises the Engagement Support Officer.

1. Key Responsibilities

1.1 STRATEGIC PLANNING AND PARTNERSHIPS

- Develop, implement and evaluate plans, policies and actions for improving the efficiency and effectiveness of the Melbourne Institute’s media, publications and marketing
- Provide support and advice to the Director and Senior Leadership Team in relation to the Melbourne Institute’s engagement strategy and make recommendations.
- Develop, refine and communication policies, procedures and templates relating to media, publications and marketing
1.2 **COLLABORATION AND LEADERSHIP**

- Support the Engagement Team in the creation of content and promotional plans to support Melbourne Institute activities and events.
- Manage, advise and assist staff with the production of the Melbourne Institute's external publications, internal publications and promotional material which includes write, edit and proofread content for a range of digital and print communications included for the website, presentations, social media, flyers, brochures, publicising research programs and outputs via external channels, such as the media, where appropriate.
- Build and maintain strong relationships and networks with key internal stakeholders from within the Melbourne Institute and across the University in order to draw on expertise and resources to meet communications objective for the Melbourne Institute.

1.3 **OPERATIONAL, COMMERCIAL AND FINANCIAL MANAGEMENT**

- Responsible for a communications and publications annual budget that will be negotiated with the Business Manager and Director of the Melbourne Institute.

1.4 **OPERATIONAL ACTIVITIES AND SERVICE QUALITY**

- Disseminate timely communications regarding Melbourne Institute news and announcements to research staff and key stakeholders. Organise the development of the Melbourne Institute timeline of publications which include research insights, the working paper series and other periodical reports.
- Provide advice on media relations to support the dissemination of activities.
- Provide quarterly management reports on the effectiveness of media, publications and marketing strategies and activities.
- Play a lead role in the maintenance, review and updating of the Melbourne Institute’s web and social media presence.

1.5 **KNOWLEDGE MANAGEMENT AND BUSINESS INTELLIGENCE**

- Maintain current knowledge of University of Melbourne brand, writing and publishing guidelines and ensure all publications are in line and published accordingly.

1.6 **RESPONSIBILITY AND COMPLIANCE**

- Maintain a sound knowledge of current University Policy and Procedures, and reliably follow these or provide compliant advice to others.
- Ensure a thorough understanding of all contractual commitments and deliverables and the legal and regulatory frameworks referenced.
- Reliably follow communications protocols and/or policies as appropriate.
- Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in Section 5.
- Behavioural Expectations - All staff are expected to maintain the following behaviours:
  - Treat everyone equitably; act fairly with staff and demonstrate respect for diversity.
  - Be an effective team player who is cooperative and gains the trust and support of staff, peers and clients through collaboration.
2. **Selection Criteria**

In order to be considered for interview by the Selection Panel, applicants must address the following Criteria in their application. Please visit the University website how to address Essential Selection Criteria

2.1 **ESSENTIAL**

- A degree or post-graduate qualification with substantial relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.
- Demonstrated experience and skills in developing and implementing effective communication/publication strategies to reach diverse audiences.
- Proven ability to use a range of communication channels, especially utilising digital media and technologies, to engage customers and stakeholders in innovative and challenging initiatives.
- High-level problem-solving skills with the ability to exercise judgment and initiative in an ambiguous environment.
- Excellent written communication skills.
- Highly developed interpersonal and verbal communication skills with the ability to liaise and work effectively with a range of people across all levels of the organisation.
- Demonstrated ability to show initiative and flexibility, with a willingness to take on new challenges.
- High level organisational and time management skills, including the ability to prioritise workloads in order to ensure efficient delivery of tasks.

2.2 **DESIRABLE**

- Demonstrated experience managing and maintaining relationships with the media.
- Familiarity with a University research environment.
- Experience creating publications and collateral using the Adobe Creative Suite (e.g. InDesign, Illustrator, Photoshop).

2.1 **SPECIAL REQUIREMENTS OF THIS POSITION**

- This position requires the incumbent to hold a current and valid Working with Children Check

3. **Job Complexity, Skills, Knowledge**

3.1 **LEVEL OF SUPERVISION / INDEPENDENCE**

The Communications and Publications Manager works under the broad direction of the Business Manager and the Director of the Melbourne Institute. There is a need for this position both to demonstrate initiative in assessing the administrative requirements and to anticipate the level and type of support required.

The Communications and Publications Manager will work with a high degree of independence and must be capable of prioritising workloads to complete all tasks efficiently, accurately and within the timelines arranged as well as successfully managing
The Communications and Publications Manager is required to use a flexible team approach when organising events and managing communications to ensure effective operation.

The Communications and Publications Manager works within the Engagement Team which includes the External Funding Development Manager and the Events Coordinator.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Communications and Publications Manager uses a high degree of initiative and judgement to identify and resolve problems within the University policy framework and the strategic and operational plans of the Institute. The incumbent will be responsible for making recommendations and implementing program development in relation to conferences and events. The incumbent is expected to achieve objectives operating within complex organisation structures.

The Communications and Publications Manager is required to utilise a range of high-level communication skills to effectively deal with a range of people, including international visitors and senior people in professions, business and government, to determine their requirements and act accordingly. Work timelines can be tight and the ability to work efficiently, exercise judgement and set priorities to meet deadlines is essential.

The Communications and Publications Manager will provide support and advice to the Director and Senior Leadership Team in relation the Melbourne Institute’s engagement strategy and make recommendations.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to develop new ways of using a specific body of knowledge which applies to work assignments, or may involve the integration of other specific bodies of knowledge.

The Communications and Publications Manager is expected to perform tasks which require comprehensive knowledge of the University and the Melbourne Institute’s rules, regulations, processes and techniques and office procedures is essential, as well as an understanding of how they interact with other related areas and processes.

The Communications and Publications Manager is required to ensure compliance with university and government protocol for important speakers and guests and ensure that the correct protocols are followed.

The Communications and Publications Manager must be able to effectively and appropriately use various University systems and have an understanding of the Microsoft suite of programs. The ability to adjust to new technology is essential, as is the ability to initiate and develop new systems for administrative procedures.

3.4 RESOURCE MANAGEMENT

The Communications and Publications Manager will be responsible for the media and publications budget in collaboration with the Business Manager of the Melbourne Institute. The role will be responsible for annual publication budget that will be negotiated with the Business Manager and Director of the Melbourne Institute. In conjunction with the Business Manager, the role will oversee relevant expenditure and identify opportunities to improve the cost-effectiveness of the Institute’s communications activities. This role is required to exercise discretion in relation to expenses incurred while undertaking the duties of the role and must seek approval from the line manager.
3.5 **BREADTH OF THE POSITION**

The incumbent will have a depth or breadth of expertise developed through extensive relevant experience and application.

The Communications and Publications Manager has prime responsibility for the publications management, co-ordination and engagement strategy to raise the awareness of the institute and its activities with a view to increasing the public profile, contract revenue and sponsorship activities.

The position involves a range of tasks and functions which frequently involve co-ordination and networking with different areas of the Melbourne Institute, varying University service providers and external agencies.

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 ORGANISATION UNIT

http://melbourneinstitute.unimelb.edu.au/

The Melbourne Institute is a research-only department within the Faculty of Business and Economics at the University of Melbourne. It is Australia’s leading and longest standing research institute in the field of economics, undertaking cutting-edge research into key issues relevant to modern economic and social policy.

The Melbourne Institute has a core faculty of some 40 academics and academic specialists, a team of research staff that include expertise in data science and analytics, a team of professional/administrative staff that support the mission and operations of the department, honorary fellows and PhD students. Reflecting the standards of research excellence achieved at the Melbourne Institute, staff are expected to publish in internationally acclaimed peer reviewed journals and to lead the public debate on economic and social policy.

The Melbourne Institute has an organisational structure that involves senior research staff (level D and E) supervising teams of research and related staff. Research staff are affiliated with one or more research programs that cover a range of areas in applied micro- and macro-economic analysis and policy. All research programs undertake both academic and engaged research projects that result in a range of publications that include top peer-reviewed academic journals and highly regard research briefings and reports. Researchers may work on projects in different programs, consistent with their research capabilities and work demands.

6.2 BUDGET DIVISION

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

Organisational Structure

The Faculty is home to Melbourne Business School (MBS) and to six teaching and research departments:

- Accounting
- Business Administration
- Economics
- Finance
- Management and Marketing
- Melbourne Institute: Applied Economic & Social Research

The Faculty has the following student and academic support centres:

- Academic Support Office
- Student Employability and Enrichment
Research Development Unit
The Williams Centre for Learning Advancement
Quality Office

The Faculty is supported by the following central services:

Finance
Human Resources (including OHS)
Marketing and Communications
Service Level and Facilities Management

The faculty also hosts two University-wide initiatives:

- The Melbourne School of Professional and Continuing Education (MSPACE) which provides support to all Academic Divisions for their existing professional, continuing and executive education programs, and operates with a specific whole-of-institution mandate to significantly expand the University’s professional, continuing and executive education offerings.

- The Melbourne Entrepreneurial Centre (MEC) which brings together a number of programs to focus a range of activities aimed at developing an entrepreneurial culture at the University of Melbourne.

Our Programs

There are about 10,000 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 53,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at www.fbe.unimelb.edu.au.

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