Communications Manager (Diversity and Inclusion and Respect)

POSITION NO  0058083
CLASSIFICATION  UOM 8
SALARY  $110,709 - $119,829 per annum (pro rata for part-time)
SUPERANNUATION  Employer contribution of 17%
WORKING HOURS  Full-time (1.0 FTE)
BASIS OF EMPLOYMENT  Fixed-term contract available for 3 years
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  Erin Dale
Email  erin.dale@unimelb.edu.au

Please do not send your application to this contact

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**Position Summary**

The Communication Manager (Diversity and Inclusion and Respect) will deliver proactive and reactive strategic communications and stakeholder engagement plans, advice and support for the Office of the Provost, with a particular focus on Diversity and Inclusion and the Respect program of work.

The role will design and deliver communications programs and materials spanning the full range of strategic communications disciplines, including media relations, stakeholder engagement, internal communications, issues management and corporate event management.

Reporting to the Associate Director, Strategic Communications (Office of the Provost), this role will work closely with the Associate Director to protect and enhance the University’s profile and reputation and increase awareness and advocacy of the University’s Diversity and Inclusion and Respect priorities and programs of work.

This role will be required to develop a deep understanding of stakeholders and audiences and work in close collaboration with key stakeholders to ensure the University’s extensive Diversity and Inclusion and Respect activities are effectively captured and promoted to all audiences via a multi-channel approach (including internal and external channels, news outlets, social and digital platforms).

A key aspect of this role involves building strong and sustained relationships with the Director, Diversity and Inclusion, the Diversity and Inclusion team, the Associate Director, Respect Initiatives and other professional and academic staff across the University, particularly within the Office of the Provost and University Communications and Marketing.

### 1. Key Responsibilities

- Develop integrated communication plans for a range of Office of the Provost initiatives.
- Plan, coordinate and execute communications activities and content development for multiple channels as required.
- Develop and lead proactive media, communications and stakeholder engagement activities.
- Provide advice and support to senior leaders in relation to internal communications activities and plans.
- Draft materials and responses for reactive media enquiries and work closely with the University’s Media team to coordinate interaction with the media.
- Identify and manage issues with potential impact to the University’s reputation or issues that may impede the University’s ability to achieve strategic objectives.
- Produce timely content for a variety of internal and external channels including, news and opinion pieces, staff hub, websites, Pursuit, events, as well as digital and social media platforms.
- Build and maintain effective working relationships with internal and external stakeholders.
- Work collaboratively with staff across Strategic Communications and the Office of the Provost, to support University-wide communications and ensure consistent of messaging and alignment across student, staff and stakeholder communications.
2. Selection Criteria

2.1 ESSENTIAL

- Demonstrated substantial work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, finance, business or a related discipline.
- Demonstrated successful delivery of strategic communications activities within a large and complex organisation.
- Ability to work with and manage ambiguity and considerable experience providing strategic counsel in the best interests of the institution.
- Strong focus and demonstrated track record in delivering exceptional client service.
- Proven ability to build, establish and maintain relationships and manage multiple stakeholders.
- Strong written and verbal communication skills.
- Proven agile and nimble approach to work.
- Ability to work in a collaborative and agile environment, to use creative thinking to challenge the status quo to deliver to effective business outcomes.
- Ability to work to a high ethical standard ensuring professionalism and confidentiality at all times.

2.2 DESIRABLE

- Proven ability to understand Diversity and Inclusion and Respect programs of work and strategic priorities.
- Ability to work with and manage ambiguity and provide strategic counsel in the best interests of the institution.
- Proactive inclination and aptitude to take initiative.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The role works under the broad direction of the Associate Director, Strategic Communications (Office of the Provost). 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, especially within the Office of the Provost.

3.2 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.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE
The incumbent is required to develop a sound knowledge of the University’s strategic directions to successfully deliver strategic communications.

3.4 RESOURCE MANAGEMENT

No direct reports.

3.5 BREADTH OF THE POSITION

This position will interact with senior professional and academic staff from across the University, particularly with members of the office of the Provost and the University Communications and Marketing teams, and other internal and external key stakeholders. High-level relationship building and public engagement capacity is essential, as is the delivery 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 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

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