



POSITION DESCRIPTION

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

Communications Officer

POSITION NO	0044722
CLASSIFICATION	PSC 7
SALARY	\$88,171 - \$95,444 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1.0 FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Tracy Groves, Business Manager, Melbourne Institute Tel +61 3 8344 6498 Email tracy.groves@unimelb.edu.au <i>Please do not send your application to this contact</i>

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

Position Summary

The Communications Officer works closely with the Director, Business Manager, Directors of Research Groups, and the other members of the Melbourne Institute's Senior Management Group and Faculty of Business and Economics' Marketing team to assist in the development, implementation and evaluation of the Melbourne Institute publications 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.

As a part of the Melbourne Institutes' Engagement Team, the Communications Officer contributes towards the institute being recognised as a global leader in applied economic and social research. This will be achieved by enhancing public understanding of the institutes' objectives and achievements through media promotion, working papers, policy briefs, brochures, and annual reports.

The Communications Officer will liaise proactively with key institute staff including senior leadership about potentially newsworthy projects and institute developments and develop public communication to promote them. This position will work to promote the institute's reputation, and efficiently and creatively manage the institute's external and internal publication and media presence, providing a dynamic medium for communication the institute's values and achievements to the general public.

In consultation with the Director, Business Manager, Director, Marketing and Communications, Faculty of Business and Economics the Communications Officers 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 Officer will be responsible for developing and managing a publication time for regularly occurring publications as well providing light editorial review of the publications.

1. Key Responsibilities

- ▶ Develop, implement and evaluate plans, policies and actions for improving the efficiency and effectiveness of the institute's media, publications and marketing
- ▶ Provide quarterly management reports on the effectiveness of media, publications and marketing strategies and activities
- ▶ Develop, refine and communication policies, procedures and templates relating to media, publications and marketing in collaboration with the Faculty of Business and Economics marketing team
- ▶ Liaise with Engagement Manager and Events Coordinator and content owners to review and provide editorial oversight for the creation of new content for all publications within the Melbourne Institute and ensure adherence to branding, writing and publishing guidelines.
- ▶ Manage, advise and assist staff with the production of the institutes 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, publicizing research programs and outputs via external channels, such as the media, where appropriate
- ▶ Provide accurate, relevant and timely communications with research staff and key stakeholder, disseminating information regarding industry opportunities; awards; scholarships; announcements; and general institute information.

- ▶ Organise the development of the Melbourne Institute timeline of publications which include policy briefs, working paper series and other periodical reports.
- ▶ Maintain current knowledge of University of Melbourne brand and writing style guidelines and ensure all publications are in line and published accordingly.
- ▶ Play a lead role in the maintenance, review and updating of the Institutes' web and social media presence in close collaboration with the FBE Web Team.
- ▶ Write, edit and proofread content for a range of digital and print communications included for the website, presentations, social media, flyers and brochures.
- ▶ Build and maintain strong relationships and networks with key internal stakeholders from within the Institute and across the University in order to draw on expertise and resources to meet communications objective for the Institute.
- ▶ Provide support and advice to the Director and Senior Management Group in relation to the Melbourne Institute's engagement strategy and make recommendations.
- ▶ Responsible for a publications annual budget that will be negotiated with the Business Manager and Director of the Melbourne Institute
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

2. 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.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Communications Officer 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 Officer 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 upwards. The Communications Officer is required to use a flexible team approach when organising events and managing communications to ensure effective operation.

Communications Officer will be expected to work with the Melbourne Institute: Applied Economics and Social Research Team which includes the Engagement Manager, Events Coordinator and the Project Officer (Executive Support)

3.2 PROBLEM SOLVING AND JUDGEMENT

The Communications Officer 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 Officer 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 time-lines can be tight and the ability to work efficiently, exercise judgement and set priorities to meet deadlines is essential.

The Communications Officer will provide support and advice to the Director and Senior Management Group 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 Officer is expected to perform tasks which require comprehensive knowledge of the University and the 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 Officer 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 Officer 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 Officer will be responsible for Melbourne Institute of Applied Economic and Social Research and media and publications budget in collaboration with

the Business Manager and Finance Manager from 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 and Finance Managers, 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 Officer 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 University's People Strategy 2015-2020 and policies that address 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 Growing Esteem.

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:

<http://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, 17 research support staff, a further 16 honorary fellows, 11 professional/administrative support staff, and 8 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 currently has an organisational structure with six major research programs: i) labour economics and social policy; ii) applied macroeconomics; iii) health economics; iv) economics and social disadvantage v) the Household, Income and Labour Dynamics in Australia (HILDA) Survey; and vi) Economics of Education and Child Development. Researchers may work on projects in different programs, consistent with their research capabilities and work demands.

The Melbourne Institute also provides postgraduate education at the PhD level.

6.2 BUDGET DIVISION

<http://www.fbe.unimelb.edu.au/>

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 of Applied Economic and 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

The Faculty is supported by the following Professional Services Units:

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

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 9,500 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 master's programs for those with little work experience right through to the MBA suite. It is also the home of leading research master's 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.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs. <http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on

Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.

- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

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 <http://www.unimelb.edu.au/governance>