Communications Coordinator, Faculty of Architecture, Planning and Building

POSITION DESCRIPTION

Strategy and Culture
Chancellery

POSITION NO 0034027

CLASSIFICATION UOM 6

SALARY $92,729 - $100,397 per annum (pro rata for part-time)

SUPERANNUATION Employer contribution of 17%

WORKING HOURS Full-time (1 FTE)

BASIS OF EMPLOYMENT 1 year fixed term

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 Emma Sun
Email emma.sun@unimelb.edu.au

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 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

Reporting to the Strategic Communications Lead (ABP/FEIT), the Communications Coordinator (ABP) plans, coordinates and delivers a broad range of communications activities to support the Faculty’s priorities and programs to drive awareness and advocacy, internally and externally.

The Communications Coordinator (ABP) plays an integral role in showcasing the Faculty of Architecture, Building and Planning’s activities and research to a broad range of stakeholders, and is required to proactively identify content creation opportunities for these audiences to build and enhance the Faculty’s profile.

This role is responsible for managing contributions to multiple channels, internal and external.

This role will also support the implementation of university-wide initiatives to drive engagement and awareness within the Faculty.

1. Key Responsibilities

- Produce communications materials for use across the full range of strategic communications disciplines, including media relations, stakeholder engagement, internal communications, issues management and corporate event management, domestically and globally.

- Write high-quality content to engage external and internal audiences for multiple channels including media releases and announcements, key messages, Faculty newsletters, publications, speeches, staff news, and website updates.

- Support the tactical execution of the integrated strategic communications plan.

- Working in collaboration with relevant staff to create and implement promotional strategies to generate participation and engagement in Faculty and institutional programs and activities.

- Support the Faculty with employee engagement communications.
Support the Strategic Communications Lead, Marketing Lead and Digital Channel Owner and other relevant team members to plan, coordinate and execute communications activities and content development for multiple channels as required.

2. Selection Criteria

2.1 ESSENTIAL

- A degree with relevant experience, or extensive experience and specialist expertise in communications, or an equivalent combination of both.
- Excellent skills in verbal and written communications.
- Expertise in the production of targeted, engaging communications for print, digital and social channels.
- Excellent track record in executing projects.
- Experience in stakeholder engagement and reputation management.
- Able to operate with independence in an ambiguous, rapidly changing operating environment.
- Demonstrated presentation skills.
- Collaboratively embraces the challenges of the environment to effective business outcomes.
- Proven ability to build, establish and maintain relationships and manage multiple stakeholders.
- Ability to work to a high ethical standard ensuring professionalism and confidentiality at all times.

2.2 DESIRABLE

- Proven ability to understand University priorities and work with and manage ambiguity and make strategic decisions in the best interests of the institution.
- Proactive inclination and aptitude to take initiative.

2.3 OTHER JOB RELATED INFORMATION

- The successful applicant will be required to undergo a police check and have and maintain a current Working with Children's Check.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This role works under the general direction of the Strategic Communications Lead.

The position is expected to be a self-starter and possess excellent organisation skills and the ability to balance priorities and competing demands in a fast-paced, dynamic environment.
3.2 PROBLEM SOLVING AND JUDGEMENT

The role is required to problem solve daily, managing priority tasks, and asserting judgement in relation to the escalation of issues arising that could affect the organisation’s brand and reputation.

They will be required to anticipate and resolve issues and exercise sound judgement in developing communication activities, working with team members and colleagues, including senior staff.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The role requires the ability to work positively as a team within a fast-paced environment.

The incumbent requires sound knowledge and understanding of communication principles and practices. With experience in communications, public relations or similar, the incumbent will fully appreciate the strategy underpinning agreed communication plans and be able to contribute to the delivery of plans confidently and competently to deliver anticipated outcomes.

3.4 BREADTH OF THE POSITION

This position interacts with senior professional and academic staff from across the 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

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