Communications Lead

**POSITION NUMBER**
0062119

**PROFESSIONAL CLASSIFICATION**
UOM 8 - $115,137 - $124,622 per annum (pro rata for part-time)

**STANDARD/SALARY**

**SUPERANNUATION**
Employer contribution of 17%

**WORKING HOURS**
Full Time (1 FTE)

**BASIS OF EMPLOYMENT**
Continuing

**HOW TO APPLY**
Go to [http://about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers), under Current staff or Prospective staff, select the relevant option (‘Current Opportunities’ or ‘Jobs available to current staff’) and search for the position by title or number.

**CONTACT FOR ENQUIRIES ONLY**
Bronwyn Hazelwood
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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](http://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.

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 of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University’s strategy, ‘Advancing Melbourne’, at https://about.unimelb.edu.au/strategy/advancing-melbourne

CHIEF OPERATING OFFICER PORTFOLIO

The Chief Operating Officer (COO) Portfolio enables quality outcomes for students, staff and partners by delivering University-wide services and operational support to meet the organisation’s evolving needs and strategic goals. The portfolio also works in partnership with teams across the University to drive innovation, transformation and improved performance, within and across functions. It is responsible for functions relating to the University’s finances, property, technology, legal and risk management, student and academic support, research and innovation services, operational performance, business services and sustainability.
The COO Portfolio is comprised of seven sub-portfolios:
- Business Services
- Chief Finance Officer Group
- Legal and Risk
- Office of the COO
- Operational Performance Group
- Research, Innovation and Commercialisation
- Student and Scholarly Services

STUDENT AND SCHOLARLY SERVICES
Student and Scholarly Services provides student administration and services from recruitment and point of enquiry to graduation. This team also delivers wellbeing and scholarly services to students and staff.

The Student Communications team is a core cross-functional team within SASS responsible for designing and delivering integrated and tailored communications to applicants and more than 65,000 current students.

The team of more than 20 comprises web specialists, designers, content writers and CRM specialists to deliver student-centred communications that assist students to complete critical admin, engage in enrichment services, seek support and thrive in their studies.

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.
ABOUT THE ROLE

Position Purpose:
The Communications Lead is one of two equivalent roles leading end-to-end service communications for more than 65,000 applicants and current students. Under the guidance of the Student Communications Manager this role works closely with the Channels Lead and CRM Lead to design a suite of timely, consistent and relevant communications to students across the student lifecycle, from application to graduation. The role works closely with service owners in Student and Scholarly Services (SASS) to deliver outstanding solutions with a focus on best practice and constituent journey design. Services include but are not limited to: Student administration, course administration, enrichment, student programs, strategic initiatives, campus life, student events, wellbeing, careers and academic skills.

The Communications Lead may also be a delegate for the Manager, Student Communications as required.

Reporting line: Manager, Student Communications
No. of direct reports: 3
No. of indirect reports: 1 to 5
Direct budget accountability: N/A

Key Dimensions and Responsibilities:
Task level: Significant
Organisational knowledge: Significant
Judgement: Extensive
Operational context: *

OH&S and compliance: 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. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at http://safety.unimelb.edu.au/topics/responsibilities/.
Staff must comply with all relevant requirements under the University’s risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:
1. Lead and deliver student-focused information projects and communication plans informed by strategic organisational priorities and student experience goals.
2. Co-lead the design and delivery of the student communications workplan and calendar. Define clear goals and measures of success for student information and oversee/conduct regular reporting to ensure they are meeting objectives.
3. Lead a team to deliver end-to-end student-centred communications across a range of channels that align to the Student Communications Framework, brand guidelines and constituent moments that matter.

4. Nurture a culture of student communications excellence by acting as a key communications adviser on effective ways to engage with students through channels. Proactively contribute to staff networks and communities to understand and adopt communications frameworks and guidelines.

5. Build collaborative relationships with stakeholders and clients to support effective delivery of agreed projects and advise on student-focused communications and channels.

6. Proactively identify and initiate opportunities to improve information based on the University Strategy and SASS strategic priorities. In collaboration with peers in Communications and Channels, use data and analytics to design evidence-based enhancements of current student information.

7. Work collaboratively with service providers in SASS to identify ways in which a student-centred and coordinated approach to online information can help reduce enquiries and improve self-service outcomes for students.

8. Effectively motivate, coach and manage staff to achieve set goals in workplans. Provide clear performance expectations, regular feedback and document performance outcomes, ensuring poor performance is addressed and high performance nurtured and rewarded.

9. Participate in cross-functional project teams as required, providing expert advice on ways to optimise the student information experience. Participate in working groups and contribute to relevant committees as required both within and outside Student and Scholarly Services.

10. Oversee compliance and quality assurance management, in line with requirements under the University’s risk management framework including OH&S, legislation, statutes, regulations and policies.

11. Demonstrate commitment to the SASS values, actively contributing to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.

12. Contribute to the Student Communication team’s achievement of agreed service levels, standards and reporting requirements to deliver service excellence. Participate in coverage of peak period activities to enable Student and Scholarly Services to meet its operational obligations and agreed service levels.

**Selection Criteria:**

**Education/Qualifications**

13. The appointee will have a tertiary qualification in a relevant discipline or an equivalent combination of relevant experience and education/training.
Knowledge and skills:

1. Significant experience designing and delivering information campaigns with a focus on user experience, accessibility, brand compliance and digital readership.
2. Experience leading small teams to deliver multiple competing projects, including workload management and performance development.
3. Outstanding written and verbal communication skills, including experience in writing/editing roles and developing project or content briefs, and experience training others in best practice.
4. High level organisational and time management skills, with an ability to proactively understand organisational priorities and organise workload and resources accordingly.
5. Demonstrated experience in multi-channel campaign delivery with knowledge on a broad range of digital channels, and experience utilising them for the effective delivery of communications.
6. Demonstrated ability to report on the effectiveness of information and campaigns, with a strong track record of using data to make continuous improvements.
7. Demonstrated experience developing guidelines, processes and training for new ways of working and rolling these out to stakeholders and/or colleagues.
8. Demonstrated ability to work autonomously with a high level of independence, with inclination and aptitude to take initiative.
9. Highly developed skills in stakeholder management, with proven ability to build and maintain excellent working relationships with direct reports, colleagues and stakeholders.

Desired:

10. Experience in an internal communications or crisis communications role.
11. Experience in higher education or large equivalent service environment.

Other job related information:

Employment in this position is conditional upon reception and maintenance of a Working With Children Check.