Advancement, Communications and Marketing

Communications Specialist

POSITION NO 0061825
CLASSIFICATION UOM 8
SALARY $115,137 - $124,622 per annum (pro rata for part-time)
SUPERANNUATION Employer contribution of 17%
WORKING HOURS Full-time (1 FTE)
BASIS OF EMPLOYMENT Continuing
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 Sama Hugo, Strategic Communications Lead (MDHS)
Email sama.hugo@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
**Position Summary**

The Communications Specialist is responsible for supporting the Communications Lead in delivering specialised strategic communications and stakeholder engagement aligned with the strategic ambition of the relevant Faculty the position supports. This position will collaborate closely with critical stakeholders, both internal and external to safeguard and enhance the faculty’s profile through the development and execution of an integrated and innovative media, communications, and content strategy across various channels including news outlets, website and social media platforms.

This role will establish and nurture effective working relationships with key stakeholders within the Communications and Marketing function and more broadly across the University.

1. **Key Responsibilities**

- Develop and execute integrated communication plans designed to address strategic priorities effectively.
- Provide expert advice and support to senior leaders in relation to communications activities and plans.
- Draft materials and responses for reactive media enquiries in a timely manner.
- Produce timely content for a variety of internal and external channels including, news and opinion pieces, staff hub, websites, Pursuit, and social media platforms.
- Build and maintain effective working relationships with internal and external stakeholders.
- Develop integrated communication plans for a range of faculty-specific initiatives.
- Support the Strategic Communications Lead, and team members, to plan, coordinate and execute communications activities and content development for multiple channels as required.

2. **Selection Criteria**

2.1 **ESSENTIAL**

- A relevant postgraduate qualification or progress towards graduate qualifications and extensive relevant experience in a similar position, or an equivalent combination of relevant experience and/or education.
- Demonstrated track record of designing and delivering impactful communications plans and activities that achieved the desired result.
- Ability to work independently, taking the lead on projects and initiatives with limited supervision.
- Demonstrated experience and the ability to effectively coordinate strategic activities within a large and complex organisation.
- Considerable experience in navigating complex decision making scenarios, requiring a high level of expertise and judgement.
- Strong focus and demonstrated track record in delivering exceptional client service.
Highly developed interpersonal and communication skills both written and verbal, with the proven ability to establish and maintain professional working relationships across all levels both internally and externally, and the ability to manage multiple stakeholders.

Ability to consistently maintain a high ethical standard, ensuring professionalism and confidentiality are upheld at all times.

2.2 DESIRABLE

- Proven ability to work with and manage ambiguity and make strategic decisions in the best interests of the faculty and the institution.
- Relevant experience within the health or higher education sector.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Communications Specialist works under the broad direction of the Communications Lead while exercising a high level of autonomy and relying on sound judgment in carrying out responsibilities effectively. They will collaborate closely with other colleagues across the University.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Communications Specialist will exercise independent judgment in prioritising and focusing their work to ensure key objectives are met. The position requires a 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 Communications Specialist is required to develop a sound knowledge of the University’s strategic direction. An understanding of the major international and national trends and internal factors, which impact on research in higher education and, specifically, the University of Melbourne as well as their significance to strategic planning are important.

3.4 RESOURCE MANAGEMENT

No direct reports

3.5 BREADTH OF THE POSITION

The Communications Specialist will liaise across the University, as well as with external organisations. The position contributes to a range of activities through research and complex data analysis that have a wide impact on the University and in the public arena. High-level relationship building and public engagement capacity is essential, as is the exercise 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 **FACULTY OF MEDICINE, DENTISTRY AND HEALTH SCIENCES**

https://mdhs.unimelb.edu.au/

The Faculty of Medicine, Dentistry and Health Sciences (MDHS) is Australia’s pre-eminent medical, health sciences and biomedical faculty and is recognised for its research, teaching, training, and policy leadership across all these fields.

The faculty attracts more than 8300 students each year and comprises six schools; 37 departments, centres and institutes; and 160 courses. It contributes almost 50 per cent of all research conducted across the University.

Led by Professor Jane Gunn, MDHS is Australia’s overall leader in clinical, pre-clinical and health sciences. The University educates more health professionals, graduates, research and higher-degree students and attracts more national competitive funding than any other Australian university.
The faculty strategy Advancing Health 2030 outlines its purpose to make a difference to the health and wellbeing of our communities by collectively meeting the challenges of a changing world. With students at the heart, the faculty is a global leader in health, driving excellence and innovation through contemporary partnerships, exceptional graduates and impactful research that spans discovery to translation.

Consistent with the Melbourne Curriculum, the faculty offers a suite of professional entry masters-level graduate programs, including the Doctor of Medicine (MD), the Doctor of Dental Surgery (DDS), and the Doctor of Physiotherapy (DPT). There are also several other successful graduate level programs such as the Master of Public Health, Master of Primary Health Care, Master of Social Work, Master of Clinical Audiology, Master of Speech Pathology, Master of Clinical Optometry, and many more in nursing, social work, health sciences and psychology.

Approximately 2300 graduate research students conduct research supervised by over 1500 staff and honoraries across the faculty’s schools and in affiliated health services and research institutes.

University departments are embedded in a range of health services including the Austin Hospital, Northern Hospital, Royal Melbourne Hospital, St Vincent’s Hospital, The Royal Women’s Hospital, Royal Children’s Hospital, Western Hospital, Mercy Hospital and rural partners such as Goulburn Valley Health.

MDHS has over 2300 academic staff and more than 900 professional staff. A large portion of our workforce is located in hospital-based departments. The faculty also benefits from over 4000 honorary staff including hospital-based staff and those from partner institutions.

6.2 ADVANCEMENT, MARKETING AND COMMUNICATIONS

Led by the Vice-President (Advancement, Communications and Marketing). Advancement works with colleagues across the University and its affiliates to facilitate mutually beneficial relationships between the University and its alumni, friends and benefactors. Communications and Marketing formulates and leads strategies in support of the University of Melbourne’s overarching strategic plan, Advancing Melbourne.

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