### Strategic Communications Manager

**POSITION NO** 0054978  
**CLASSIFICATION** UOM 9  
**SALARY** $134,320 - $139,749 per annum (pro rata for part-time)  
**SUPERANNUATION** Employer contribution of 17%

**WORKING HOURS** Full-time (1 FTE)  
**BASIS OF EMPLOYMENT** 1x FTC August to 29 December 2023 (4 months)  
**OTHER BENEFITS** [https://about.unimelb.edu.au/careers/staff-benefits](https://about.unimelb.edu.au/careers/staff-benefits)

**HOW TO APPLY**  
Online applications are preferred. Go to [http://about.unimelb.edu.au/careers](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 Gilmour  
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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)
Position Summary

The Strategic Communications Manager will deliver strategic communications and stakeholder engagement advice and support across the institution.

This role will plan, develop, coordinate and produce a broad range of communications activities to support key priorities and programs across the institution to drive awareness and advocacy, internally and externally.

This role works closely with the Associate Director, Strategic Communications (Global, Culture and Engagement) to protect and enhance the University’s global profile by creating and delivering content to support key initiatives across internal and external channels (including internal communications channels, media and social media content and planning, content to support government relations, international and domestic partnerships, alumni engagement, and wider global community engagement).

The role will be responsible for the design, delivery and reporting of a range of key strategic, institution-wide communications projects, managing risk and reputation, and so will be required to develop a deep understanding of stakeholders and audiences, and to proactively identify content creation opportunities for these audiences both domestically and globally.

Excellent stakeholder engagement skills will be critical, establishing knowledge and support of Global (international partnerships, institutes, and reputation opportunities), Culture (University Museums and Culture, University Performing Arts) and Engagement (Government relations and policy, community stakeholder engagement, Melbourne School of Government) areas of the organisation, and collaborating closely with teams across Strategic Communications including channel owners, and with the wider Advancement, Communications & Marketing portfolio.

1. Key Responsibilities

- Planning, delivering and leading proactive media, communications, staff engagement and stakeholder engagement solutions.
- Creating strategic content and responses for reactive media enquiries, and the creation of proactive institutional messages and narratives aligned with the needs of the Global, Culture and Engagement portfolio, and the wider institution.
- Monitoring and assessing opportunities for strategic communications solutions to improve the University’s global reputation.
- Building and maintaining effective working relationships with internal and external stakeholders, in particular partnering closely with the Global, Culture and Engagement portfolio team.
- Play a leadership role in international communications for the University, delivering against the international communications strategy and plan and driving innovation in its evolution.
- Providing advice and support to senior leaders in relation to internal communications activities and plans.
- Developing integrated multi-channel communication plans, creating content, and successfully delivering and reporting for a range of programs and initiatives across the institution.
- Producing 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.
Provide leadership and professional development to staff and contribute to team culture, business planning and proactive stakeholder engagement.

2. Selection Criteria

2.1 ESSENTIAL
- Demonstrated substantial work experience within relevant communications field and tertiary qualification in communications, political science, marketing, finance, business or a related discipline.
- Demonstrated successful delivery of strategic activities within a large and complex organisation.
- Considerable experience in complex decision making requiring high levels of expertise and judgement.
- 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 and the ability to manage competing priorities.
- Strives to exceed operational excellence and quality assurance goals in own activities, in line with requirements under the University’s risk management framework.
- 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 the portfolio and 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.
- Proven ability to provide advice and suggest appropriate risk based approaches to direct resources in the most appropriate way to add value for the University and to proactively agree how low risk and low strategic value work can be otherwise addressed with appropriate tools or other solutions.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE
The incumbent works under the broad direction of the Associate Director, Strategic Communications (Global, Culture and Engagement). 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 and play a leading support role in developing and motivating the Communications Advisor.
3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent will be required to exercise independent judgment in prioritising and focusing their work and the work of team members 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 delivery strategic communications.

3.4 BREADTH OF THE POSITION

The incumbent will be required to liaise across the University, as well as with external 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 ADVANCEMENT, COMMUNICATIONS & MARKETING

- **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.

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