



POSITION DESCRIPTION

Melbourne Medical School
Faculty of Medicine, Dentistry and Health Sciences

Online Engagement Officer

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| POSITION NO | 0062968 |
| CLASSIFICATION | UOM 5 |
| SALARY | \$83,159 - \$95,518 p.a. pro rata |
| SUPERANNUATION | Employer contribution of 17% |
| WORKING HOURS | Part-time (0.5 FTE) |
| BASIS OF EMPLOYMENT | Fixed Term for 2 years |
| 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 | Anna Furze Tel +613 8344 7770 Email anna.furze@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

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

The Online Engagement Officer is responsible for providing support to the Melbourne Medical School (MMS) in the areas of website design and maintenance.

The Online Engagement Officer will be required to maintain the School website and provide maintenance support across the thirteen Department websites. The incumbent will provide administrative support to the School Executive team and contribute to the planning and delivery of activities that align with the communication plans for the School.

This role will be required to develop an understanding of key stakeholders and audiences, and to proactively support the team by contributing to the promotion of activities designed to engage these audiences.

The incumbent will report to the Senior Communications and Events Coordinator within the Melbourne Medical School Executive team based in Parkville.

1. Key Responsibilities

The successful applicant will work closely with the Senior Communications and Events Coordinator of the MMS to support the delivery of the School's communications strategies:

- ▶ Maintain the Melbourne Medical School website and provide support to departments in the maintenance of their websites.
- ▶ Assist in the development, implementation and updating of a range of digital and print communications including presentations, newsletters, flyers and brochures.
- ▶ Maintain and regularly update the Melbourne Medical School's distribution lists.
- ▶ Distribute MMS email announcements for target audiences utilising relevant email platforms (e.g. Campaign Monitor, MS Outlook, etc).
- ▶ Triage enquiries from the Melbourne Medical School's general inbox.
- ▶ Provide administrative support to other School-level activities, such as the MMS Administrative and Professional Staff (MAPS) network including, but not limited to,

Eventbrite registration pages, tracking registrations, note-taking, room bookings, signage and displays.

- ▶ Maintain current knowledge of University of Melbourne brand guidelines and ensure all websites are compliant and published accordingly, referring any inconsistencies to the Senior Communication and Events Coordinator for follow-up, as needed.
- ▶ Maintain knowledge of University of Melbourne best practice for websites, online promotion of School activities, and an awareness of responsibilities under other related policies such as OHS and privacy.
- ▶ Other associated administration tasks as directed by the Senior Communications and Events Coordinator and/or School Manager.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ An equivalent combination of relevant education/training and experience in a related area.
- ▶ Demonstrated experience in website development and/or maintenance, utilising established templates.
- ▶ Skills in written communications for the web, for varied audiences.
- ▶ Demonstrated ability to work collaboratively and flexibly, both in a team and independently, within a dynamic environment.
- ▶ Relevant computer skills including Word, Excel, PowerPoint, Photoshop, and desktop / web publishing and file/database creation and management.
- ▶ Excellent attention to detail and commitment to accuracy.

2.2 DESIRABLE

- ▶ Experience with an email marketing platform such as Mailchimp or Campaign Monitor.
- ▶ Demonstrated ability to understand and implement policy and procedure within a complex working environment.

2.3 OTHER JOB-RELATED INFORMATION

- ▶ Occasional work may be required out of ordinary business hours.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent will work under general to broad direction depending upon experience and the complexity of the tasks. The incumbent will be required to show initiative to resolve issues and refer more complex matters to their supervisor, as required.

3.2 PROBLEM SOLVING AND JUDGEMENT

This position requires efficient and timely management of completion of tasks, setting achievable deadlines to ensure that deadlines are met.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is expected to develop an understanding of academic and administrative policies and the interrelationships between a range of policies and activities.

3.4 RESOURCE MANAGEMENT

The incumbent is responsible for efficient time management and effective use of work resources without compromising on quality.

3.5 BREADTH OF THE POSITION

The incumbent will have expertise developed through relevant studies or experience. The incumbent will be required to liaise with professional staff both internal and external to the University to enhance the Melbourne Medical School profile.

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 MELBOURNE MEDICAL SCHOOL

www.medicine.unimelb.edu.au

Established in 1862, Melbourne Medical School (MMS) in the Faculty of Medicine, Dentistry and Health Sciences at The University of Melbourne is the oldest medical school in Australia. It is internationally renowned for global leadership in teaching and training, health research, policy and practice. MMS is ranked 14th in the world (Times Higher Education World University Rankings 2022 for clinical, pre-clinical and health), has strong academic partnerships and ground-breaking collaborative research programs with leading public and private hospitals, as well as leading medical research institutes and centres in Australia and internationally.

Under the leadership of Professor Sarath Ranganathan, MMS spans all major fields of medicine and is comprised of thirteen clinical departments:

- Baker Department of Cardiometabolic Health;
- Clinical Pathology;
- Critical Care;
- General Practice and Primary Care;
- Medical Education;
- Infectious Diseases;
- Medicine;
- Obstetrics, Gynaecology and Newborn Health;
- Paediatrics;
- Psychiatry;
- Radiology;
- Rural Health; and
- Surgery.

MMS has more than 1,200 academic and professional staff members located at the Parkville campus or embedded within health services throughout metropolitan Melbourne and rural Victoria. Staff are privileged to work alongside more than 2,076 honorary appointees from the health sector who generously contribute their time, knowledge, research and clinical expertise.

MMS is committed to improving community wellbeing through the discovery and application of new knowledge. With annual research income of \$165 million, the School's research effort is highly collaborative, spanning research programs from basic to translational. The School has research collaborations across the 47 partner organisations in the vibrant Melbourne Biomedical Precinct, as well as nationally and internationally.

These partnerships enable medical advances to impact healthcare delivery as rapidly and seamlessly as possible.

The School's flagship Doctor of Medicine (MD) degree was the first Masters level entry-to-practice qualification of its kind developed in Australia, setting a new benchmark in medical education. Now, the new curriculum launched in 2022 has created more responsive, modular, technology-enhanced learning for state-of-the-art curriculum delivery. Continuous research and discovery options, and an ability to tailor the degree, allows each student to gain deeper experience in areas of greatest interest. The MD Rural Pathway offers students the opportunity to undertake their entire program in rural Victoria, with a \$6.5 million expansion of facilities in Shepparton to accommodate this. There is also an expanded range of joint degree pathways on offer. The School utilises the Department of General Practice and Primary Care's continually expanding network of general practitioners and primary healthcare providers in the community to ensure that MD students are also provided with quality community-based medical education.

In addition to the MD, MMS has an ever-expanding portfolio of other vocationally oriented programs. These teach research skills, leadership and continuing professional development in specific disciplines. An emphasis on the clinician-scientist career trajectory – with training, support and ongoing career pathways at graduate and postgraduate levels – is central to the School's development of future leaders in all aspects of healthcare, education, research and policy. MMS has over 600 higher degree by research candidates located both within Departments and across its network of partners.

School staff and honorary appointees lead and participate in public debate and advocacy around key health issues and policy based on the MMS values of commitment, integrity, compassion, respect and service. The School also offers a range of initiatives and programs in support of its diverse and inclusive culture:

<https://medicine.unimelb.edu.au/about/diversity-and-inclusion>

MMS is always looking to recruit talented individuals across a wide range of medical disciplines which include leadership roles. This presents a wonderful opportunity for appointees to help drive the strategy, growth and continued excellence of Australia's leading medical school.

6.2 FACULTY OF MEDICINE, DENTISTRY AND HEALTH SCIENCES

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

The Faculty of Medicine, Dentistry and Health Sciences 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 employs more than 3,000 staff, attracts more than 8,300 students each year and comprises six schools; 37 departments, centres and institutes; and 160 courses.

A large portion of our workforce work in hospital-based departments. We also have over 5,000 honorary staff including hospital-based staff and those in partner research institutes. Our people publish more than 10,000 peer reviewed publications every year and more than 50% of these include an international co-author.

In 2022 our research income was approximately \$400M, comprising over 62% of research income for the University of Melbourne and conducting approximately 47% of all research across the University.

We are Australia's overall leader in clinical and health, ranked 20th globally in 2024 by the Times Higher Education World University Rankings.

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 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) in addition to a range of 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.

Over 1,400 graduate research students conduct research supervised by over 2,300 staff and honoraries across the Faculty's six 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, The Royal Melbourne Hospital, St Vincent's Hospital, The Royal Women's Hospital, The Royal Children's Hospital, Western Hospital, Mercy Hospital and rural partners such as Goulburn Valley Health.

Our strategic plan, Advancing Health 2030, sets out a unifying vision for the Faculty to meet the challenges of a changing world and continue to make an impact on the health and wellbeing of our communities. The strategy has been designed to support and bring to life the University's overall Advancing Melbourne strategy. Read more at <https://mdhs.unimelb.edu.au/advancing-health-2030>

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>