



## POSITION DESCRIPTION

Advancement, Communications and Marketing

### Social Media Advisor, Divisional Grouping

<b>POSITION NO</b>	0052621
<b>CLASSIFICATION</b>	UOM 7
<b>SALARY</b>	\$106,432 - \$115,211 per annum (pro rata for part-time)
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>WORKING HOURS</b>	Full-time (1 FTE)
<b>BASIS OF EMPLOYMENT</b>	Continuing
<b>OTHER BENEFITS</b>	<a href="https://about.unimelb.edu.au/careers/staff-benefits">https://about.unimelb.edu.au/careers/staff-benefits</a>
<b>HOW TO APPLY</b>	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Lep Beljac <a href="mailto:beljacl@unimelb.edu.au">beljacl@unimelb.edu.au</a> <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](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.

## ***Position Summary***

The Social Media Advisor works with stakeholders across their Faculty divisional cluster to deliver social media initiatives that align with world best practice to demonstrate the excellence of the University of Melbourne by amplifying the impact of its research, teaching & learning and engaging campus experiences.

Working under the direction of the Social Media Lead (Organic Channels), the Social Media Advisor will produce, disseminate and re-purpose relevant and accessible content that is engaging, innovative and shareable across social media channels, reaching divisional audiences and amplifying the distinctiveness of our brand.

The Social Media Advisor provides expert advice across the University in the effective use of social media to meet marketing, communication and engagement priorities. The Advisor will moderate divisional social media channels to effectively communicate with both broad and targeted audiences on social media. The Advisor works across the divisional cluster to ensure content created on behalf of the cluster, as well as strategic campaigns, are shared through relevant social media channels.

### ***1. Key Responsibilities***

- ▶ Support the management and moderation of divisional social media channels to enhance and grow the University's brand and reputation.
- ▶ Produce, distribute and re-purpose relevant and accessible content that is engaging, innovative and shareable across social media channels.
- ▶ Provide support, training and advice to the University in the use of social media strategy, operation and reporting.
- ▶ Working with the Divisional Marketing Lead, provide regular updates to the divisional cluster on the effectiveness of the University's engagement through social media
- ▶ Support the Social Media Lead (Organic Channels) and Senior Social Media Advisor (Issues and Earned Media) with reputational management of issues as they arise
- ▶ Contribute to the improvement and maintenance of policies and procedures that ensure that social channels across the University are used appropriately and effectively

- ▶ Establish and develop new social media contacts as well as maintain an existing network of social media contacts
- ▶ Contribute to the success of their Faculty divisional grouping and the University's strategic objectives, by amplifying stories of impact and successes, using best practice and innovative social media strategies
- ▶ Monitor and evaluate social media channels, encouraging and moderating engagement.
- ▶ Undertake research and benchmarking activities to identify and analyse new or emerging social media engagement opportunities and provide recommendations and influence
- ▶ Develop and maintain strong working relationships with key stakeholders across the University
- ▶ Other duties as required (i.e. assisting with University channels and other divisional social media tasks as required, participation at Open Day etc.)

## **2. Selection Criteria**

### **2.1 ESSENTIAL**

- ▶ Demonstrated work experience within relevant marketing and communications field and tertiary qualification in marketing, communications, business or a related discipline or an equivalent combination of relevant experience and education/training.
- ▶ Demonstrated successful delivery of social media initiatives within a large and complex organisation.
- ▶ Strong experience in social media content development, execution strategies and copywriting.
- ▶ 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
- ▶ Ability to work in a collaborative, rapidly changing and agile environment, to use creative thinking to challenge the status quo to deliver to effective business outcomes.
- ▶ Works 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 tools or other solutions.

### ***3. Job Complexity, Skills, Knowledge***

#### **3.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The incumbent works under the broad direction of the Social Media Lead (Organic Channels). 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.

#### **3.2 PROBLEM SOLVING AND JUDGEMENT**

The incumbent will be required to exercise independent judgment in prioritising and focusing their work 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 marketing 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 marketing 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 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 specialise 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>