

Position Description



Position title:	Coordinator, Student Communications
School/Directorate/VCO:	Students Experience and Administration Services
Campus:	Mt Helen Campus. Travel between campuses may be required.
Classification:	Within the HEW Level 7 range
Time fraction:	Full-time
Employment mode:	Continuing employment
Probationary period:	This appointment is offered subject to the successful completion of a probationary period.
Further information from:	Ms Casey Geaghan, Coordinator Student Engagement Telephone: 03 5327 6614 Email: c.geaghan@federation.edu.au
Recruitment number:	850806

Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our university and TAFE campuses in Ballarat, Berwick, Brisbane, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, as well as a growing Brisbane base, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

Directorate

The Student Experience and Administration Services (SEAS) Directorate is focused on providing the best quality engaging student services for all students at Federation University. The Directorate oversees the provision of services across the whole student lifecycle from inquiry to graduation. It includes student engagement, employability, equity, wellbeing, learning and academic skills, as well as the service centres (Student HQ) and student administration services. The SEAS Directorate is led by the Dean of Students and Registrar and is part of the Deputy Vice-Chancellor Academic portfolio.

Position summary

The role of the Coordinator, Student Communications is responsible for developing, maintaining and implementing engaging and effective student communication schedule and materials for all channels, including email, web, digital and social media. A key aspect of the role is measuring and reporting effectiveness of communications and identifying and implementing opportunities for continuous improvement and innovation in student communications. The role also coordinates internal and external communications related to student experience. The Coordinator manages a small team of content developers, writers and designers.

Key responsibilities

1. Develop and proactively maintain information throughout the student lifecycle from inquiry to graduation, behalf of the directorate and university in consultation stakeholders.
2. Provide proactive leadership to ensure we maintain an effective, engaging and wholistic communication approach through all channels, including, but not limited to, eNewsletters, social media posts and personalized direct communication and provide reports, insights and recommendations on ongoing improvements and innovations.
3. Develop effective working relationships with stakeholders across the university to provide support and expert advice on the review and creation of communication content, timing and effective delivery mechanisms.
4. Maintain communication standards that keep pace with contemporary practice within the sector and identify and implement opportunities for continuous improvement, developing business cases where technical development work is required, assuming primary responsibility for liaison with stakeholders, providing innovative and expert advice, coaching and training in relation to student communication.
5. Provide direction to and oversee the collection of data, preparation and release of communication messages to prospective and current student cohorts.
6. Manage and support staff under their supervision, including proactively monitoring the achievement of key performance measures, identifying training and development needs and providing coaching and support.
7. Lead relevant projects in collaboration with other stakeholders.
8. Reflect and embed the University's strategic purpose, priorities and goals when exercising the responsibilities of this position. For a more complete understanding and further information please access the Strategic Plan at: <https://federation.edu.au/about-us/our-university/strategic-plan>.
9. Undertake the responsibilities of the position adhering to:
 - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure.
 - Equal Opportunity and anti-discrimination legislation and requirements.
 - the requirements for the inclusion of people with disabilities in work and study.
 - Occupational Health and Safety (OH&S) legislation and requirements.
 - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Coordinator, Student Communications works under the broad direction of a senior coordinator or manager, and is responsible for providing expert advice, making recommendations and overseeing the timely, engaging and effective communication of messages to relevant student cohorts.

The Coordinator, Student Communications will supervise and provide support to both the Student Communications Officer and Data Analyst.

The Coordinator, Student Communications is required to use a body of technical knowledge and innovative, contemporary practices.

Training and qualifications

The Coordinator, Student Communications position will require the completion of a degree with at least four years subsequent relevant work experience; or extensive relevant work experience and management expertise; or an equivalent combination of relevant experience

Position and Organisational relationships

The Coordinator, Student Communications will create and foster relationships across all Schools, Directorates and VCO. The position is expected to work collaboratively with stakeholders to coordinate an effective strategy for engaging and building and maintaining mutually beneficial and collaborative relationships.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

1. Completion of a degree with at least four years subsequent relevant work experience; or extensive relevant work experience and management expertise; or an equivalent combination for relevant experience and/or education/training.
2. Demonstrated knowledge and application of contemporary communication approaches and technical solutions.
3. Highly developed written and verbal communication skills, including the ability to influence and negotiate with a diverse range of internal stakeholders and create and execute effective customer-centered content.
4. Proven capacity to develop and implement strategy to achieve defined outcomes.
5. Highly developed problem-solving skills, the ability to work independently on tasks/projects and collaboratively within a team environment and the ability to develop and maintain effective working relationships with a diverse range of stakeholders.
6. Highly developed organisational skills, including the ability to manage multiple complex tasks with competing deadlines and project management experience.
7. Demonstrated alignment with the University's commitment to child safety.

The University reserves the right to invite applications and to make no appointment.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.