SENIOR EVENTS AND COMMUNICATIONS COORDINATOR

DEPARTMENT/UNIT
Monash Data Futures Institute

FACULTY/DIVISION
Strategic Marketing and Communications

CLASSIFICATION
HEW Level 7

WORK LOCATION
Clayton campus

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Strategic Marketing and Communications plays a critical role in the management of the overarching marketing and communications strategy for the University. In particular, it focuses on the activation of the brand through a variety of communication channels for the purposes of building awareness of its research and teaching excellence, and increasing our reputation locally and internationally, whilst supporting student recruitment targets and promoting research outcomes. We do all the marketing things you would expect; brand, data, design, digital, social media, internal communications, demand generation, media and communications, internal communications, UX, CX, issues and crisis management.

Monash Data Futures Institute is a university-wide institute bringing together multi-disciplinary capability across data science and artificial intelligence (AI). It aims to be the leading centre for AI and Data Science in the region, taking a fundamentally interdisciplinary approach. Monash Data Futures will be the largest such institute in Australia.

The Monash Data Futures Institute has the following primary aims:

1. to nurture and co-ordinate capability relevant to AI & Data Science across the University and beyond;
2. to increase Monash’s research profile in interdisciplinary AI and Data Science nationally and internationally, both within academia and industry;
3. to coordinate bids for large research grants, leveraging the research profile & capability of the entire University; and
4. to demonstrate the critical and transformative nature of AI and data science and facilitate its adoption by our industry partners.
The Institute will bring together researchers from each of the Monash faculties to undertake interdisciplinary research and build strong partnerships externally and internationally. It will focus on three key themes:

1. AI and Data Science in Health Sciences;
2. AI and Data Science in Sustainable Development; and
3. AI and Data Science in Better Governance and Policy.

This flagship institute will enable the development of innovative educational offerings, increased research income, collaborative research projects and industry engagement. The Institute will also focus on developing new methods to analyse and process the enormous amounts of data generated by the University, providing a competitive edge in our research capability as well as building commercial value.

**POSITION PURPOSE**

The Senior Events and Communications Coordinator provides a range of strategic and operational activity to support events and communication, programs and initiatives for the Monash Data Futures Institute. The position is a key liaison point between the Institute, university and internal and external client groups, and works closely with internal partners.

The Senior Events and Communications Coordinator is responsible for the planning, delivery and evaluation of Monash Data Futures Institute events including showcases, research seminars and symposia, training workshops and external engagement activities. The position will support the implementation of the Institute’s affiliation and engagement strategy, spanning both internal and external stakeholder engagement.

The position will work under the direction of the Manager, Operations and the Senior Manager, Engagement and Strategy within the Institute to coordinate communications through internal and external channels, including websites and social media. The position also has primary responsibility for managing the creation and maintenance of a CRM for external and internal stakeholder contact lists, as well as the creation and distribution of our e-newsletter.

Through providing event and communication support services to colleagues, this position plays a critical role in promoting the activities, aims and successes of the Institute.

**Reporting Line:** The position reports Director Planning, Alignment and Engagement within Strategic Marketing and Communications, with a dotted line to the Senior Manager, Engagement and Strategy within the Monash Data Futures Institute

**Supervisory Responsibilities:** Not Applicable

**Financial Delegation:** Not Applicable

**Budgetary responsibilities:** Not Applicable

**KEY RESPONSIBILITIES**

1. Initiate, plan, coordinate, manage and evaluate events including, but not limited to, workshops, training seminars, and outreach activities in order to ensure effective communication with a wide range of stakeholders

2. Together with relevant staff review event/activity outcomes, feeding back to stakeholders on event success and presenting recommendations for future events

3. Represent the Institute by proactively coordinating, producing, updating and evaluating communications resources for various channels, including but not limited to: annual reports, eNewsletters, websites, workplace, social media, internal newsletters and mailing lists

4. Build and sustain effective relationships with an extensive network of colleagues, and work collaboratively with staff across the University to generate and/or identify communication activities, storylines and newsworthy angles for inclusion in communication channels
5. Act as a key liaison point in relation to event planning and communication processes, including coordination with internal event teams as well as external conference and event organising providers

6. Research and write content for a range of communication channels including newsletters, media releases, social media, brochures and reports

7. Support the implementation of the Institute’s affiliation and engagement strategy to positively position the Institute with internal and external stakeholders, and support the reporting of measures to assess the effectiveness of this strategy

8. In collaboration with Strategic Marketing and Communications, lead the development of collateral to maximise understanding and impact of the Institute’s work

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - a degree qualification in a relevant field with extensive relevant experience; or
   - extensive experience and expertise in relevant technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated experience in planning, managing and executing multiple successful events and activities, delivered to budget criteria

3. Experience in coordinating events of various formats, including managing invitations and registrations, liaising with external and internal providers, and preparing briefings to speakers and senior staff.

4. Demonstrated experience coordinating and producing communications as well as managing social media channels and websites

5. Excellent attention to detail, accuracy and strong writing skills, with proven experience in writing articles, social media posts and newsletters, and developing promotional and print media material

6. Excellent interpersonal skills and the ability to liaise with a broad range of stakeholders, including senior staff, and understanding their communication goals

7. Knowledge of CRM systems and the ability to create and maintain stakeholder contact lists

8. Capacity to develop and implement internal and external communication and outreach strategies as part of a business plan

9. Demonstrated high-level organisational skills, including the ability to set priorities, manage time, plan work to meet deadlines and work effectively under pressure

10. Demonstrated ability to work as an effective member of a team and to work exercising independence, judgement and initiative

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe,
secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.