COMMUNICATIONS OFFICER

DEPARTMENT/UNIT: Engagement and Marketing Services

FACULTY/DIVISION: Faculty of Business and Economics

CLASSIFICATION: HEW Level 5

WORK LOCATION: Caulfield 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.

The Monash Business School is structured into seven discipline-based departments (Accounting, Banking and Finance, Business Law and Taxation, Econometrics and Business Statistics, Economics, Management, and Marketing) along with the specialist Leadership and Executive Education unit and a number of research centres, units and groups in specialist areas such as behavioural economics, development economics, employment and work, finance, global business, and retail studies. To learn more about the Monash Business School, please visit our website, https://www.monash.edu/business.

To support the core operations and strategic priorities of the Monash Business School, administrative functions are divided into seven dedicated teams: Engagement and Marketing Services, Finance Services, Leadership and Executive Education Services, Operational Services, Performance and Quality Services, Research Services and Student and Education Services. Each team has areas of functional specialisation that are aligned with central functions in the co-delivery of services, fostering excellence in service delivery, and capitalising on strategic opportunities for growth and diversification in research and education.

The Engagement and Marketing Services group plays a critical role in supporting initiatives to enhance and extend the brand, prestige and reputation of Monash Business School and to develop meaningful and outcome focussed relationships with industry, government, prospective students, alumni and other professional communities. The Engagement and Marketing Services group includes the specialist areas of Communications, External Engagement, International Partnerships and Student Recruitment.

POSITION PURPOSE

The Communications Officer works within the fast-paced Communications Services Team, providing asset development support. This position will work with external suppliers and internal stakeholders from a wide range of departments, as well as the University’s Strategic Marketing and Communications team.
Working within the University brand and tone-of-voice guidelines, policies and templates, the Communications Officer will ensure the overall integrity and consistency of Monash Business School’s brand and its application across a range of print and digital communications assets including merchandise.

The Communications Officer will assist in the creation and production of high-quality multi-platform assets and promotional materials to support activities of the wider Engagement and Marketing Services team. A key area of focus is asset development and distribution to support the promotion of events and a range of student recruitment activities.

Responsibilities also include general administrative support for the Communications team, including managing purchasing and invoicing procedures.

**Reporting Line:** The position reports to the Communications Manager (Assets), under general direction and will work closely with the Monash University Strategic Marketing and Communications

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

**KEY RESPONSIBILITIES**

1. Implement and deliver a range of effective administrative tasks including managing income requests and processes, asset development, providing services, responding to queries, advising on policy and process, project administration and producing reports in accordance with agreed standards and timeframes

2. Provide high levels of customer service in accordance with best practice guidelines, policy and procedure

3. Maintain service standards including prompt issues resolution and adherence to privacy, confidentiality and compliance requirements

4. Ensure effective storage, distribution and security of data, records and reports

5. Provide sound and timely advice, guidance and support to other staff, clients and stakeholders in areas of administrative and service responsibility

6. Participate in and implement continuous improvement activities relating to service practices, quality assurance and customer service excellence

7. Maintain effective working relationships with colleagues, clients and other stakeholders to support and facilitate service delivery

**KEY SELECTION CRITERIA**

**Education/Qualifications**

1. The appointee will have:
   - A tertiary qualification in a relevant field; or
   - substantial relevant skills and work experience; or
   - an equivalent combination of relevant experience and/or education/training

**Knowledge and Skills**

2. Excellent administration skills and a demonstrated capacity to deliver effective operational processes and systems

3. Demonstrated organisational skills, including the ability to set priorities, manage time and plan work to meet deadlines
4. A strong commitment to excellence in customer service and a hands-on approach to service provision

5. Ability to work as an effective member of a team as well as the ability to exercise independence and judgement where required

6. Demonstrated analytical and problem-solving skills

7. Well-developed written and verbal communication skills, including the ability to draft short communications content and interact professionally with a diverse range of stakeholders

8. Highly developed computer literacy, including experience using business software such as Microsoft Office, and general aptitude for adopting new systems for project management and purchasing and invoice management systems. Moderate-level operational use of Adobe Creative Suite is required

9. Social media and web marketing experience, along with experience in the use of content management systems is desirable

10. Experience dealing with designed assets and general aptitude in assessing good visual communication

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
- A current satisfactory Working With Children Check is required

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.