SERVICE DEVELOPMENT AND COMMUNICATIONS MANAGER

DEPARTMENT/UNIT  Operations and Management Services Division / Monash University Library

FACULTY/DIVISION  Provost and Senior Vice-President

CLASSIFICATION  HEW Level 8

DESIGNATED CAMPUS OR LOCATION  Clayton campus

ORGANISATIONAL CONTEXT

There’s a certain feeling you get from working at Monash University. It’s the feeling that you’re a part of something special. Something significant. So if you’re looking for the next chapter in your career, it’s here. You’ll be given the opportunity to challenge yourself, build on your skills, and make a significant contribution to a workplace that’s filled with energetic and inspiring people. Talent thrives here - and so do truly satisfying careers. Discover more at www.monash.edu.

The Provost & Senior Vice-President is the Chief Academic Officer of the University and is responsible for: setting the University’s academic strategy and priorities with view to improving the education and research performance of the University; oversight of faculties, academic related portfolios and University-wide centres and institutes; oversight of academic staffing including recruitment, development, reward and recognition, policies and procedures; strategic leadership for the delivery of academic programs; identifying and cultivating interdisciplinary areas of excellence and collaboration.

Monash University Library is one of Australia’s leading academic libraries. Central to our 2020-2025 strategy is the vision of being a ‘modern, global top 100 library’ where our content, collections, facilities, services and culture represent best practice and collectively make a significant contribution to the University’s reputation and impact. We continually evaluate what we do in relation to the University’s goals and always look ‘through our users’ eyes’. While we work to ensure that our users’ experiences with the Library are productive, useful, efficient and rewarding, we aspire to delight by exceeding their expectations. For more on the work we do, please visit our website.

POSITION PURPOSE

The Service Development and Communications Manager is responsible for the Library's Service Development and Communications team. This multidisciplinary team is skilled in business analysis, communications and marketing, events management, content design, multimedia design, digital learning, librarianship, project management, and UX/CX. The Service Development and Communications Manager brings specific expertise in
communications and marketing. They guide Library staff to effectively understand and explain our purpose, vision, and strategic objectives. They lead the team to develop and communicate services that meet the Library's diverse users' needs and collaboratively develop targeted activities to optimise the use of a large range of resources, services, programs, and facilities.

This includes providing strategic insights and specialist advice, informed by best practice in content design, UX/CX, marketing, communications, events management, and public relations. This role manages and provides a range of activities, including planning and reporting, project management, content development for various channels, cross-media marketing campaigns, and delivering enriching public programs and outreach activities. They manage the Library's web presence and communications platforms to deliver core services and meet engagement goals. In addition to collaborating internally with Library staff, including project managers, this role works with University Strategic Marketing and Communications, eSolutions, Campus Community Division, External Relations, Development and Alumni, and other central functions to achieve strategic objectives and operational excellence.

**Reporting Line:** The position reports directly to the Director, Planning, Engagement and Brand within the Strategic Marketing and Communications Office and also indirectly to the Services and Spaces Manager within the Monash University Library working under broad direction with a degree of autonomy

**Supervisory Responsibilities:** This position currently supervises seven staff members

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

**KEY RESPONSIBILITIES**

1. Lead the development and delivery of services and related content and communications which engage key stakeholders through managing the Library's web presence and communications platforms to deliver core services and to meet engagement goals in a user focussed way

2. Provide specialist advice, informed by best practice in marketing, communications, events management and public relations, and strategic insights that contribute to the advancement of the Library's objectives

3. Develop and implement a communications and engagement strategy to align activities and events to the purpose, vision and objectives of the Monash University Library and strategic directions of the University. Influence a positive culture across the organisation, enabling Library staff to understand and explain our purpose, vision and strategic objectives

4. Develop a deep understanding of the Library vision and strategic objectives to enable strong judgment calls in the prioritisation of work across the communications agenda and the development of both planned and reactive communications activity aimed at target audiences, as required

5. Maintain up-to-date awareness of University and Library strategic objectives, actions and policies which may affect or impact Library operations or strategy. Incorporating this knowledge into communications advice to relevant Library staff and into communications materials as needed

6. Develop communications content through effective storytelling for a range of audiences (students, media, external communications and internal communications) as well as in various mediums such as articles, print and video for the benefit of communicating Library stories

7. Develop and implement outreach and engagement programs, including exhibitions and events, preparing necessary communications assets, to create enriching experiences for the Monash and wider community

8. Undertake research and data analysis in the areas of communications and engagement and prepare reports on the outcome of communications campaigns and project initiatives, identifying improvements for future activities

9. Lead and develop a highly-trained, motivated and user focused Library team, including planning and allocating staff resources, developing and mentoring, managing performance and ensuring effective professional development to meet the Library’s strategic goals
10. Build and sustain effective working relationships with an extensive network of stakeholders including the Strategic Marketing group to facilitate communication and an understanding of business needs

11. Other duties as required from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   • postgraduate qualifications or progress towards postgraduate qualification in a relevant field, e.g. communications and marketing and extensive relevant experience; or
   • extensive experience and management expertise; or
   • an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Substantial experience in communications, marketing and/or public relations, including the provision of expert, strategic advice, project management, reporting and consulting with a focus on advancing the interests of a service organisation

3. Highly developed written and oral communication skills with experience with producing engaging content for a broad audience including a portfolio demonstrating excellent writing skills and publications experience and/or design

4. Strong understanding and experience of managing digital communication and social media channels to increase engagement and influence mindset across diverse audiences

5. Demonstrated ability to develop content that relates to identified audiences, tells a clear story and uses the most appropriate communication medium including digital, video, print, face-to-face and high-level reporting

6. Highly-developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions

7. Proven ability to manage projects, including establishing the scope, implementation plan, managing collaborators and stakeholder engagement, whilst delivering on time, within budget and in line with relevant policies and procedures

8. Excellent relationship building and management skills including the ability to undertake consultative processes, engage with senior management, influence and negotiate with a variety of stakeholders

9. Experience developing a deep understanding of organisational business strategy in order to make informed decisions which enhance the development of outreach and engagement programs

10. Proven abilities in developing communication strategies and reporting metrics as a way to increase awareness and engagement across a broad spectrum of audiences

11. Sound organisational and time management skills including the ability to set priorities, work independently and perform well under pressure

12. An awareness of the role of libraries, especially in a teaching, learning and research environment

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.