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 Faculty of Medicine, Nursing and Health Sciences, is the largest faculty at Monash University, and offers the most comprehensive suite of professional health training in Victoria. We consistently rank in the top 40 universities worldwide for clinical, pre-clinical and health sciences.

We want to improve the human condition. That is our vision - it has no expiration date. Through academic health centres, other translational models and by educating the healthcare workforce of the future, our staff, students and alumni directly improve quality of life.

Setting the global health care agenda, the Faculty aspires to lead in all areas of research activity and influence local, national and international policy to improve health and social outcomes and health inequalities. We’ve made a major impact in the world of medical research and become globally recognised for our quality education of over 41,000 doctors, nurses, and allied health professionals.

We are ambitious and aim to maintain our position as a leading international medical research university. We’re recognised for the breadth and depth of our research, for our commitment to translational research, for the quality and scale of our research capability, and as a thriving biotechnology hub.

To learn more about the Faculty, please visit www.monash.edu/medicine.

Central Clinical School encompasses the Departments of Anaesthesia and Perioperative Medicine, Clinical Haematology, Immunology and Pathology, Diabetes, Infectious Diseases, Gastroenterology, Allergy and Respiratory Medicine, Neuroscience, Medicine and Surgery. CCS also includes the Melbourne Sexual Health Centre, Monash Alfred Psychiatry research centre and the National Trauma Research Institute. It is located at the Alfred Hospital precinct in Melbourne, known as AMREP (Alfred Medical Research and Education Precinct). The school is involved in teaching students from both the Faculty of Medicine, Nursing and Health Sciences and
the Faculty of Science and its teaching and research is conducted at Alfred Health, Cabrini, Epworth Richmond, Peninsula Health and at Clayton.

**Peninsula Health** is one of Victoria’s 15 major metropolitan health services. It is a teaching hospital of Monash University and also provides postgraduate pre-vocational and vocational training in a range of specialties. Peninsula Health provides a comprehensive range of acute, rehabilitative, aged care, palliative, residential, psychiatric and community health services from 13 sites to a population of approximately 300,000 people at Frankston and surrounding suburbs and on the Mornington Peninsula.

Peninsula Health employs nearly 5,000 staff of all disciplines with 250 Senior Medical Staff and 250 Junior Medical Staff. Clinical services are provided under Clinical Directorates managed by Clinical (senior medical) and Operations Directors (nursing and allied health). There are two busy Emergency Departments at the Frankston and Rosebud Hospital sites with over 70,000 presentations pa and there are over 50,000 separations across all sites. A new state-of-the-art Theatre, ICU and Cardiac Angiography complex has just been completed.

Specific services provided include Emergency and Ambulatory, Medicine and Critical Care, Surgery and Anaesthetics, Women’s Health, Paediatrics, Aged Care Medicine, Rehabilitation, Palliative Care, and Psychiatry. There are four Community Health sites and there is a strong focus on integrated and ambulatory care. There are good links with General Practice and other local healthcare providers.

**POSITION PURPOSE**

The Senior Communications and Marketing Coordinator provides a range of complex administrative services to support the National Centre for Healthy Ageing strategies, programs and initiatives. The Senior Communications and Marketing Coordinator is a key liaison point between the Centre, Faculty, University as well as internal and external client groups, and works closely with internal partners such as central Strategic Marketing and Communications and the Faculty marketing team to ensure alignment with Faculty and University strategy.

The role is accountable for developing and maintaining an extensive network of internal and external relationships to broker marketing and communications opportunities promoting the NCHA’s research and education activities to the wider community, industry and research partners. This includes providing expert liaison and consultation with relevant stakeholders, including senior academic staff and other partners aligned with healthy ageing.

The Senior Communications and Marketing Coordinator is primarily responsible for developing communication and marketing services, including developing, managing and implementing the NCHA annual Marketing and Communications plan across key marketing channels including the website, social media channels, videos, newsletters and publications. The incumbent will be responsible for liaising with all NCHA work streams and working groups to ensure the "Always On" plan is rolled out. The role oversees the development and maintenance of a NCHA membership program and delivering an informative and engaging program based on relevant research and program activity.

The position also provides support to projects and events and undertakes a variety of general administrative duties to meet the operational demands of the NCHA.

**Reporting Line:** The position reports to the Director of the NCHA with a dotted line to the Faculty Marketing Manager under broad direction.

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable
KEY RESPONSIBILITIES

1. Co-ordinate and administer the delivery of a high-quality program of services, systems or administrative processes in accordance with the marketing and communications best practice and University policies, procedures and strategic priorities

2. Contribute to planning and operational committees to share knowledge and expertise in the area of functional or administrative specialisation

3. Co-ordinate a work environment of continuous review and improvement by overseeing and reporting on process and service efficiency and implementing performance improvement measures

4. Undertake research, data analysis and management in areas of functional or service specialisation, including producing reports

5. Provide expert and authoritative advice, guidance and training as required in the areas of service, functional or administrative expertise

6. Contribute knowledge and expertise towards a range of processes, such as policy development, governance, management decision-making, change management, compliance, quality and performance reporting)

7. Build and sustain cooperative and productive working relationships with an extensive network of colleagues, clients and or suppliers to ensure efficiency of functional operation or service delivery

8. Other duties as directed from time to time

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 management expertise in technical or administrative fields; or
   - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated experience in coordinating a successful function, administrative process or service, with a focus on delivering excellence in customer service

3. Highly developed planning and organisational skills, with experience establishing priorities, implementing improvements and meeting deadlines

4. Demonstrated relationship management and consulting skills, including the ability to interact with, negotiate with and gain co-operation from, internal and external stakeholders

5. Demonstrated analytical, research and problem solving skills and the ability to identify and recommend solutions to challenging issues

6. Highly developed interpersonal and communication skills with the ability to prepare professional documentation for various audiences and provide expert advice in areas of specialised or functional knowledge

7. Advanced computer literacy, particularly with current business management software packages and their various applications

8. Highly developed content creation and communications skills for key marketing and communications channels.

9. Demonstrated ability to work autonomously and cooperatively in a team environment and foster a culture of focussed customer service and continuous improvement
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.