MANAGER, EXTERNAL COMMUNICATION AND PROJECTS

DEPARTMENT/UNIT
Art Design & Architecture Faculty Admin Services

FACULTY/DIVISION
Faculty of Art Design & Architecture

CLASSIFICATION
HEW Level 8

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 Faculty of Art, Design and Architecture: In Melbourne, art, design and architecture are leading influences on the city’s internationally recognised cultural dynamism, exhibited through significant collecting and exhibiting institutions, commercial galleries and innovative cultural production. Within this rich milieu, Monash Art Design and Architecture (MADA) is a vibrant centre of rigorous creative practice, encompassing architecture, design and fine art integrated with traditional scholarship. MADA advocates the essential role of creative practice in quality of life and proposes and develops models for future communities that are culturally enriched and environmentally sustainable. To learn more about MADA, please visit our website: www.monash.edu/mada

POSITION PURPOSE
The Manager, External Communication and Projects supports the Senior Manager, Marketing, Recruitment and Engagement in the delivery of the strategic communication advice to amplify the Faculty’s message externally in line with the Faculty and University objectives. The Manager, External Communication and Projects manages a range of strategic and operational activities and is required to articulate and communication the distinct faculty narrative for multiple audiences and channels, including alumni, industry, prospective donors, media outlets and other non-academic audiences.

The position is a key member of the Marketing, Recruitment and Engagement team and provides leadership to the team in the delivery of high-level and professional services and effective achievement of the faculty’s priorities and provides expert advice at both strategic and operational levels.

Reporting Line: The position reports to the Senior Manager, Marketing, Recruitment and Engagement working under broad direction

Supervisory Responsibilities: This position provides direct supervision to one staff member
KEY RESPONSIBILITIES

1. Contribute to strategic planning and a comprehensive strategic marketing, recruitment and engagement strategy with market influence in line with creative disciplines in the higher education landscape.

2. In conjunction with the University media team, manage and co-ordinate the research, fact checking, creation and deployment of original content for the Faculty and University owned marketing, recruitment and engagement channels including social media, web, publications, presentations and other channels as needed to develop publicity and manage media enquiries to raise the profile of the faculty and academics.

3. Maintain and update a database of content blocks and resources.

4. Conceptualise and present fresh content ideas for a wide range of content channels, including feature pieces for industry journals and write compelling and grammatically correct long-form copy, as well as effective headlines, taglines and calls to action.

5. Manage and develop a highly-trained, motivated and efficient team with a strong customer focus whilst fostering a strong and positive culture, by modelling the Faculty’s values and behaviours.

6. Manage and co-ordinate a work environment of continuous review and improvement of business practices, creative solutions, operational processes and service provision through team or project-based meetings.

7. Undertake research, data analysis and management in areas of functional specialisation, including regular business reporting.

8. Manage and co-ordinate projects, the review and development of policy and procedure, and compliance and quality processes relevant to the functional area and to evaluate and maximise marketing and engagement outcomes in alignment with the faculty’s strategic goals.

9. Develop and manage strong partnerships with other relevant business units, functional areas and key staff, including provision of expert advice.

10. Support marketing, recruitment and engagement campaigns through the development of a variety of visual content including photography, video and other material as required.

11. Undertake other duties as delegated by the Senior Manager, Marketing, Recruitment and Engagement.

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
   - postgraduate qualifications in public relations, journalism 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. Demonstrated strong background in writing, editing and proofing with a proven track record of generating ideas and producing engaging content for a wide range of audience and channels.

3. Demonstrated ability to write long form content tailored to different audiences.

4. Recent experience managing media enquiries and successfully working with a range of media outlets.
5. Excellent operational management and customer service skills with proven ability to provide authoritative technical and policy advice
6. Highly developed professional video project management skills, with experience establishing priorities, allocating resources and meeting deadlines
7. Demonstrated management experience in a matrix, or large and complex management structure
8. Staff management experience with the ability to motivate and develop a high-performance team committed to excellent customer service
9. Highly developed analytical and conceptual skills including demonstrated ability to deliver positive solutions to complex problems
10. Highly developed interpersonal and communication skills with the ability to negotiate, influence and build consensus at senior levels

**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
- A current satisfactory Working With Children Check is required
- 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.