

## Position Description

### Media and Communications Advisor

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<b>Position No:</b>	50151124
<b>Business Unit:</b>	Office of the Provost
<b>Division:</b>	School of Education
<b>Department:</b>	Education School Operations
<b>Classification Level:</b>	HE07
<b>Employment Type:</b>	Part-Time, Fixed-term
<b>Campus Location:</b>	Campus Independent
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

School of Education - <https://www.latrobe.edu.au/school-education>

NEXUS at La Trobe - <https://www.latrobe.edu.au/school-education/preparing-educators/alternative-pathways/nexus-program>

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### **Position Context/Purpose**

The School of Education has a long and distinctive history of progressive and socially engaged teaching and research in education. The School provides for the professional preparation of teachers and educators in early childhood, primary, secondary, community, outdoor and higher education. The School of Education is a core priority for the University and it has adopted an ambitious strategic plan that is intended to reinvigorate the School's research and coursework portfolio and partnership collaborations with stakeholder groups and industry.

**Nexus** is delivered by La Trobe University as part of the High Achieving Teachers Program with the support of the Australian Government Department of Education. Nexus students enrol in either the 18 month or two-year Master of Teaching (Secondary) with the pathway specifically targeted at recruiting, preparing and supporting secondary teachers for often hard-to-staff regional, rural and urban low SES secondary schools. In a first-of-its-kind employment-based pathway into secondary teaching, Nexus prepares, mentors and graduates selected teaching candidates for economically, culturally diverse and hard-to-staff schools in Melbourne, regional and rural Victoria. Nexus is unique in its commitment to preparing teachers who are culturally diverse, socially just and who come from regional backgrounds themselves, including Aboriginal and Torres Strait Islander candidates.

### **Duties at this level will include:**

- Provide high level media and communication support to the Nexus team, the Director of Nexus, and the School.
- Coordinate the delivery of all media and communication activities related to Nexus including social media, newsletters, advertising, promotions, digital content and PR - ensuring a cohesive and consistent brand image, key messaging and positioning in line with the School's strategic direction.
- Work collaboratively to fully understand the School's alternative pathways into teaching, such as Nexus, professional practice initiatives, issues and implications, and ensure marketing and communications solutions support the School's values.
- Analyse and interpret results of marketing strategies to generate insights, recommend audience segmentation, and make constructive recommendations to optimise campaigns to the relevant target audiences.
- Plan, manage and implement promotional events, ensuring they are delivered in a consistently professional way, and are aligned with the School's brand and marketing strategy.
- Development of social media campaigns with an aim to maximise engagement with target audiences, including brand positioning planning and implementation.
- Plan, produce and curate creative, informative and engaging content (text, images, videos) for digital and print materials, for proposals, newsletters, submissions, presentations, event materials, articles and campaigns, including scoping from relevant stakeholders, to showcase Nexus, the School's work and achievements.
- Build and maintain working relationships and partnerships with a range of University and Nexus staff, including the University's media and marketing teams, and School staff to support the effectiveness of media and communication strategies.
- Measure and review the performance of all marketing initiatives and activities, providing regular reporting to the Nexus team and School executive group.
- Identifies, coordinates and/or designs the delivery of innovative solutions to maximise service quality, efficiency and continuity.
- Ensures professional and quality service standards are maintained and applied.
- Sets priorities and monitors work flows and systems for professional practice and wider school activities.
- Other duties as required within the scope and level of this position by the Nexus team and Director of Nexus, relevant to School operations.

### **Essential Criteria**

### **Skills and knowledge required for the position**

- An undergraduate degree in fields such as Marketing, Media or Communications with subsequent relevant experience in those areas, or extensive experience, or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Excellent grammar with high attention to detail, especially regarding written content.
- Digitally savvy, with exceptional digital and multimedia skills supporting the creation and preparation of written, image and video content.
- Understanding of target audiences, with an effective writing style and ability to deliver high-impact messaging to key audiences.
- Demonstrated ability to set priorities and monitor workflows within own area of responsibility.
- Demonstrated ability to manage multiple stakeholders to achieve stated outcomes.
- A proven ability to operate autonomously, managing competing priorities to achieve quality outcomes.
- High-level proficiency in computer software packages including word processing, spreadsheets, electronic mail (distribution lists), Adobe Creative Suite, social media, graphic design and video editing tools, the use of the internet as a research tool and information management systems.
- Excellent interpersonal skills, especially the capacity to work collaboratively and cooperatively in small teams.

### **Capabilities required to be successful in the position**

- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Ability to implement improvements to local processes.
- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.
- Ability to build a culture of continuous improvement, implementing ideas generated by team members.

### **Essential Compliance Requirements**

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

### **Other Information**

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

### **Position Flexibility**

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

### Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

### La Trobe's Cultural Qualities:



#### **We are accountable**

*We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.*



#### **We are connected**

*We connect to the world outside – the students and communities we serve, both locally and globally*



#### **We are innovative**

*We tackle the big issues of our time to transform the lives of our students and society.*



#### **We care**

*We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities*

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For Human Resource Use Only

Initials:

Date: