

Position Description

Communications & Outreach Officer

Position No:	NEW
Department:	Library Business Services
School:	Library
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 5 (HEO5)
Employment Type:	Continuing, Full-Time
Position Supervisor:	Senior Coordinator (Quality & Communications)
Number:	50002886
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

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

For enquiries only contact:

Senior Coordinator (Quality & Communication), Nicole Sackers TEL: (03) 9479 3558

Position Description

Communications Officer

Position Context

The La Trobe University Library provides the University with a clear strategic advantage in learning, teaching and research through the provision of the best possible information resources and services to support the University's strategic plan. We connect the La Trobe community with knowledge through integrated scholarly collections, proactive information services, managed learning spaces and best practice information management.

The Quality and Communications Team is within Library Business Services.

The Quality and Communications team is responsible for leading, coordinating and reviewing activities aligned with the Library's Quality and Communications Frameworks and Library Strategy. The Team are responsible for the library's strategic communications, engaging and communicating with purpose to advance the library's mission. They develop and coordinate strategic responses based on evidence-based practices and demonstrate value and impact through targeted communications, and Library publications. The team is responsible for the development, management, planning and coordination of the Library's branding and communication program and the review, evaluation and analysis of all communications sent on behalf of or representing the Library.

The Quality and Communications Team work in partnership with the Planning and Governance and Infrastructure Development teams to lead and integrate quality and evidence-based approaches to library services and programs, identifying best practice in service provision.

The Communications Officer contributes to the development of the annual Communications Plan and is responsible for its implementation and producing regular reports and analytics on communication activities to the Senior Co-ordinator Quality & Communications. The role is responsible for coordinating and evaluating communications, delivering creative content to capture engagement activities, and overseeing professional standards including editorial and brand guidelines that are written from an audience perspective. The Communications Officer provides specialist advice and support to content owners and stakeholders across the Library and works closely with areas across the University in the development and delivery of communications activities and initiatives pertaining to the Library services.

Duties at this level may include:

- Provide high quality Library experience in all contact modes to ensure every contact with the Business Services Team is friendly, positive and professional, creating a high standard of service delivery.
- Actively participate and contribute to creating an environment of innovation and continuous improvement to business practices and identify ways of exceeding customer services.
- Oversee, develop and maintain internal communications processes and practices that are evolving, responsive and empower Library staff to create content for targeted external audiences in line with professional standards including editorial and brand guidelines.
- Support the Senior Coordinator, Quality and Communications in the planning, developing and delivery of the library's communications program
- Track, analyse, evaluate and report on communications activities to meet agreed set goals and demonstrate engagement to the Senior Coordinator Quality & Communications.
- Partner and collaborate across Library portfolios and teams to drive library staff engagement with communications, performance measurement activities, events, and professional development initiatives.

- Monitor emerging and existing social media and engagement tools to enhance promotion and discovery of Library services and the implementation of continuous improvement/innovation initiatives in consultation with the Senior Coordinator Quality & Communications.
- Coordinate and develop documentation and templates for the creation of communications content across all channels, including social media.
- Coordinate and ensure ongoing content supply for social media and other communications channels based on required standards.
- Coordinate and develop the Library Communication Champions to deliver quality communication outcomes using established processes, procedures and systems.
- Contribute to a culture of evidence-based practice in the Library through data collection, performance measurement, reporting in areas of responsibility and data driven broadcast communications.
- Undertake other duties aligned with the development and delivery of communications and quality initiatives

Key Selection Criteria:

- Completion of a relevant degree (Communications/PR/marketing) without subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training;
- Demonstrated ability to use judgement and exercise initiative and knowledge to identify and implement innovative solutions;
- Demonstrated ability to identify and make recommendations (e.g. in guidelines and procedures) to contribute to the operational improvement in library communications.
- Demonstrated ability to apply sound organisational and time management skills including the ability to prioritise and schedule communications, work independently and as part of a team
- Excellent interpersonal and broadcast communication skills, including experience in writing, editing and producing multimedia web and social media content, for a variety of audiences
- Experience of communications planning and implementing activities within general guidelines, using initiative and judgement.
- Proven ability to build collaborative relationships with staff and other partners Ability to generate reports relating to communications engagement, including social media.
- Demonstrated competence to operate and learn with confidence in a digitally connected and evolving environment.

Desirable

- Demonstrated experience in delivering communications within a library, higher education or service environment

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.

Library Behaviours

Our Library behaviours reflect the La Trobe University Cultural Qualities:

- Connected: We are communicative and consultative
- Innovative: We are brave, innovative, agile and resilient

- **Accountable:** We are accountable, responsive and empowered to act
- **Care:** We are supportive, team focused, honest and client centred

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- 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 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 **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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Substantive staff member:	
Date reviewed:	
Reviewed by:	
Approved by:	
Scheduled review date:	

For Human Resource Use Only

Initials: Date: