POSITION DESCRIPTION

Position Title: Communications Officer – UQ Idea Hub
Organisation Unit: UQ Idea Hub
Position Number: New
Type of Employment: Part-time (0.6 FTE), Fixed-term for 6 months with an option to renew for a further 12 months budget pending.
Classification: HEW Level 5

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world.

UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index; and secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience –the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences,
sustainable minerals, bioengineering and nanotechnology, as well as social science research.

UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and will have further success in this area as an important strategic aim going forward.

Organisational Environment

The Faculty of Engineering, Architecture and Information Technology (EAIT) has long, proud traditions of innovation and leadership across student education and research.

In just over a century, more than 27,000 Faculty graduates have gone on to use their UQ education to have significant impact on our state, our nation and across the world. We believe that lifelong success is fostered at UQ through great education – inspiring students to think differently, ask the difficult questions, be a positive disruptive influence, and fulfil every ounce of their potential.

Our research provides a rich and diverse flow of breakthrough technologies that are helping to improve communities around the world. From novel hydrogen storage and next generation polymers to biomedical engineering and mining safety, our research outcomes are solving problems for local and international communities, and our industry partners.

The Faculty recognises and values equity and diversity, and encourages applications from any individual who meets the requirements of this position irrespective of gender, sexuality, race, ethnicity, religion, disability, age or other protected attributes. The Faculty strives to provide an inclusive working environment, and along with the University is committed to supporting staff with family and caring responsibilities by providing policies, programs and initiatives to help balance work and family responsibilities.

Information about the Faculty may be accessed on the Faculty’s web site at http://www.eait.uq.edu.au

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

We are looking for an enthusiastic communications professional who cares about finding innovative and creative ways to promote UQ’s new startup space, Idea Hub.

This is an exciting role reporting to the Director of UQ Idea Hub, with a remit to raise awareness and promote the events, programs and activities of this new entrepreneurship and innovation (E+I) offering which supports UQ’s Student Strategy.

Duties

Duties and responsibilities include, but are not limited to:
The position is required to work with the Director of UQ Idea Hub and the wider University to:

- Attract and recruit current UQ students into the UQ Idea Hub programs using social media and direct communication tools and techniques.
- Promote the UQ Idea Hub’s entrepreneurship and innovation agenda internally and externally, a key part of the University’s Student Strategy.
- Develop and implement effective marketing materials and communication material to engage with key target groups including undergraduate and postgraduate students, high schools, government and industry sponsors, associations and student groups.
- Coordinate the UQ Weekend of Startups initiative.
- Work with the Entrepreneur in Residence

Marketing and Communications Activities

Specific duties will include, but not be limited to, the following:

- Develop and contribute to University marketing materials including brochures, newsletters, media releases, websites and other online engagement tools to communicate with target groups;
- Develop and coordinate creative content for online and printed marketing collateral;
- Ensure that the program’s activities complement those of the University, by liaising with the Marketing Staff across the University;
- Utilise current UQ student groups (such as IES – UQ’s Innovation and Entrepreneurship Society) and individual students to support the program;
- Produce content for and monitor UQ Idea Hub’s social media accounts, across a range of existing and emerging platforms.
- Event management
**Other**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the [University's Code of Conduct](#)
- requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School
- the adoption sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

**Organisational Relationships**

The position reports to the Director of UQ Idea Hub.

**SELECTION CRITERIA**

**Essential**

- An undergraduate degree in communications, marketing, business or other relevant field.
- At least 2 years’ experience in a similar role, including experience in communications or public relations.
- Demonstrated ability to interact with senior members of the University and our Industry partners.
- Familiarity with software packages such as InDesign, Illustrator and Photoshop, and the process of developing artwork and collateral.
- Strong client service focus, including the ability to relate easily and effectively to people from diverse backgrounds.
- Demonstrated ability to develop relationships and work collaboratively to achieve objectives.
- Confidence to exercise initiative and judgement.
- Flexibility to travel and work outside normal hours when necessary, with appropriate compensation.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples.
Applications are also encouraged from women.