POSITION DESCRIPTION

Position Title: Communications & Engagement Manager
Organisation Unit: Faculty of Business, Economics Law
Position Number: 3027648
Type of Employment: Full-time, continuing
Classification: HEW Level 7

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 well within the top 100 universities worldwide, measured through a number of major independent university rankings: the Academic Ranking of World Universities, Times Higher Education World University Rankings, US News Best Global Universities Rankings, QS World University Rankings and Performance Ranking of Scientific Papers for World Universities, and is indeed in the top 50 in some of these rankings. In 2013, UQ attracted more Australian Research Council funding than any other Australian university or research body.

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 Australian Teaching and Learning Council Awards for Teaching Excellence 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, and a founding member of Universitas 21, an international consortium of leading research-intensive universities. UQ is also the largest university in Queensland.

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 215,000-plus alumni. The University has more than 7,000 academic and professional staff and a $1.6 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.
Organisational environment

The Faculty of Business, Economics & Law incorporates the UQ Business School, the School of Economics, the TC Beirne School of Law, the Australian Institute for Business & Economics (AIBE) and the Centre for the Business & Economics of Health (CBEH).

The Faculty has the largest population of domestic and international students within UQ. Students are enrolled in a myriad of single and dual undergraduate programs – either within the Faculty or across any of the other faculties – and many more postgraduate suites of programs.

Programs are offered at the St Lucia campus as well as offshore and in association with international education providers. The Faculty also offers a range of quality Executive Education and Professional Development programs.

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

DUTY STATEMENT

Primary purpose

To initiate, produce and manage communications, content and media for the Faculty, its business units (Student Experience, Student Employability, International, Advancement, Research, Australian Institute for Business & Economics and the Centre for the Business & Economics of Health) and the TC Beirne School of Law, as well as provide advice and support to the UQ Business School and School of Economics as required.

The position is responsible for developing and implementing the content strategies for the BEL, Law, AIBE and CBEH websites and social media channels, and is the key liaison between the Faculty and UQ’s central communications team.

Duties

Duties and responsibilities include, but are not limited to:

- Initiate and provide strategic communications recommendations, advice and support to the Faculty, its business units, Institutes, Schools and central office communications team.
- Deliver the ongoing content strategy and plans across digital and engagement channels, ensuring the Faculty key messages, stories and content is targeted, timely, engaging and disseminated.
- Develop and manage targeted communications strategies and initiatives that strengthen relationships and collaborations with stakeholders, students, staff and key external audiences.
- Develop content and communications for major Faculty initiatives, projects, announcements and events.
- Identify industry and news media opportunities to enhance the Faculty’s profile both locally and internationally, and be the key Faculty liaison for the central office communications team, and the media.
- Research and liaise with academics and colleagues to write content and media releases as required.
- Write speeches and prepare presentations for senior Faculty representatives or as requested by Protocol or the Office of the Vice-Chancellor.
• In consultation with the Marketing & Communications Manager and other members of the
team (where required), oversee the production and distribution of electronic communications
including newsletters, invitations and broadcast emails.

• Oversee the process of contributing copy to the Faculty and University marketing materials
including, but not limited to, brochures, reports, newsletters, magazines and websites.

• Interact and share knowledge within the team to assist in the development of work priorities,
plans and approaches.

• Maintain quality assurance standards and ensure all marketing and communication material
and content is accurate and complies with UQ standards.

• Oversee and edit internal Faculty communications.

• Build productive relationships with staff from within the Faculty and at various levels across the
University to proactively identify opportunities to strengthen and refresh Faculty messaging.

• Undertake monitoring and reporting on coverage, online engagement and effectiveness of
communications and content strategies.

• Assist with collating and writing awards submissions, and with assessing and responding to
sponsorship proposals.

• Provide significant support to the Senior Manager, Strategic Marketing & Communications,
including working collaboratively to provide team guidance on projects.

• Supervise and manage the direct reports’ day-to-day operational activities, ensuring their
workload, tasks/projects, timesheets, leave requests, training and developmental and general
HR requirements are effectively managed.
  • Oversee the Digital Marketing & Communications Officer, as they develop and
implement promotional social media and communications deliverables.
  • Oversee the Content Writer & Coordinator, as they respond to media enquiries,
produce stories and media releases, and implement the content plan across
communications channels.
  • Oversee the Website & Digital Content Officer, as they manage the content for the
Faculty, Law School, AIBE, CBEH and Future Students websites.

• Work collaboratively with the Marketing & Communications Officer for the Law School.

• Conduct annual performance reviews and set goals and objectives for direct reports.

• Carry out other duties within the scope of the classification and within the limits of skill,
competence and training.

Other
Ensure you are aware of and comply with legislation and university policy relevant to the duties
undertaken, including:
  • the University’s Code of Conduct
  • requirements of the Queensland occupational health and safety (OH&S) legislation and
related OH&S responsibilities and procedures
  • the adoption of 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 is within the BEL Faculty Marketing and Communications Team and reports to the Senior Manager, Strategic Marketing & Communications (BEL). The position supervises three direct reports: the Content Writer & Coordinator, the Website & Digital Content Officer and the Digital Marketing & Communications Officer.

SELECTION CRITERIA

**Essential**

- Qualification in marketing or communications or a relevant discipline and extensive relevant experience; or an equivalent combination of relevant experience and education/training, underpinned by extensive experience in planning, implementing and evaluating strategic communications.
- At least four years’ demonstrated experience in designing and successfully executing strategic corporate communications for an organisation including supervising staff.
- Demonstrated high level of organisational skills, including the ability to independently prioritise competing work demands and an ability to identify and initiate improvements to business practices.
- Demonstrated ability to write engagingly for target audiences using a variety of mediums including web, print, media releases, speeches and social media.
- Demonstrated high level of interpersonal and oral communication skills including the ability to negotiate, provide advice and liaise with a wide range of individuals.
- Impeccable grammar, attention to detail and proven editing experience.
- Proven ability to successfully pitch news stories to media, with contacts in news and industry media.
- Ability to work collaboratively across the Faculty and University and proven experience managing stakeholder relations.
- Ability to use sound judgment, act independently and take initiative with minimal direction, yet work effectively as part of a management team.
- Ability to respond flexibly to the requirements of a complex organisation and generate solutions that meet management requirements.

**Desirable**

- Knowledge of or experience in the tertiary education sector.

*The University of Queensland is committed to equity, diversity and inclusion.*