POSITION DESCRIPTION

Position Title: Communications Officer
Organisation Unit: UQ Global Engagement (UQ International)
Position Number: TBA
Type of Employment: Full-time, Fixed term
Classification: Hew Level 6

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. Over the past 3 years for which audited data are available UQ has attracted the highest (2013) or second highest (2012, 2014) amount of research funding of any Australian university.

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

UQ’s Global Strategy is embedded in the UQ Strategic Plan across discovery, engagement and learning. Our successful global profile is the result of forging strategic partnerships with people and organisations across industry, government, sponsorship, philanthropy, alumni, higher education and research. In support of the University’s Global Strategy, the major functions of UQ International are:

- Identification and development of strategic international initiatives
- Developing and managing key global engagement priorities
- International marketing and promotion, including student recruitment
- International student admissions

UQ Global Engagement reports directly to the Deputy Vice-Chancellor (International) and is responsible for the development and implementation of the University’s Global Strategy and enhances the reputation of UQ as a leading global university through the management of international partnerships, programs and projects. The office builds and maintains a network of strategic international relationships and collaborations and provides expert support and advice to stakeholders, with the aim of identifying and prioritizing opportunities that will showcase and extend UQ’s research, teaching and learning, and engagement activities.

Core responsibilities:

- Collaborating with key stakeholders to develop innovative engagement strategies and programmes to deliver against the University’s global strategic objectives and ensure high levels of return on investment
- Provide leadership, country-specific guidance and intelligence to support UQ’s internationalization and global engagement activities.
- Encourage the exchange and dissemination of information about international activities, relations and issues across the University.
- Promote the quality and depth of the University’s research and teaching capabilities through coordination of senior executive missions and incoming visits from current and potential partners.
- Manage UQ’s relationship with scholarship bodies and provide administrative oversight and support for sponsored students.
- Manage UQ’s international relationships and support the identification and establishment of new mutually-beneficial partnerships and strategic initiatives.
- Facilitate and administer formal institutional agreements with global partners.

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

The Communication Officer is responsible for the organisation and coordination of key Global Engagement communications. This position will be required to implement communications initiatives to deliver clear, effective and brand consistent marketing to improve awareness of UQ Global Engagement support and services, UQ’s Global Strategy and UQ’s global reach.

Duties

Duties and responsibilities include, but are not limited to:

Communications

- Develop communications plans and manage the implementation of strategies to promote the unit and its work through websites, email, publications, newsletters and other suitable communication channels.
- Provide support in the preparation of well researched country and partner briefing documents related to UQ’s international engagement.
- Design and prepare professional country and partner impact reports for external stakeholders that showcase the breadth of UQ’s engagement.
- Write regular media releases to showcase key engagement events, international scholarship student achievements and other profile-raising opportunities.
- Liaise with the Deputy Director Global Engagement in the preparation of a monthly newsletter for internal stakeholders and other resources as appropriate.
- Provide communication and design support across the Global Engagement teams such Scholarships, Strategy, Events and Visits in the preparation of annual reports, capacity statements, letters, e-mails and marketing material.
- Lead communications best practice for the unit and actively work with colleagues to improve internal capabilities and processes in relation to publication and web design, event marketing, stakeholder engagement, and use of relevant technologies and tools.

Website

- Manage the Global Engagement internet and intranet webpages, including developing, reviewing and updating content for various audiences.
- Lead work on the development and implementation of a new Global Engagement website and intranet, including website architecture, content and design elements to improve overall functionality, usability, accessibility and user experience.

Design

- Plan, write, edit, and manage the development of a range of high quality print and digital resources through the whole publication process, including design, layout and production.

Other

- Other duties as requested by Manager, Communications and Intelligence and Deputy Director (Global Engagement)
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** 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 Manager, Communication and Intelligence.
SELECTION CRITERIA

**Essential**

- A degree in communications/journalism/graphic or interactive design/marketing or related area OR an equivalent combination of education/training and/or experience is required.
- Demonstrated expertise in corporate communications, public relations and journalistic writing (news and feature).
- Demonstrated writing and editing skills, including a demonstrated ability to write with clarity, accuracy and precision in the production of briefings, presentations and communication materials with awareness of cultural differences and political sensitivities.
- Ability to translate complex matters into clear and succinct messages, including through webpages, media releases, publications and infographics.
- Ability to organise and complete multiple tasks simultaneously with close attention to detail and prioritisation to meet deadlines.
- An understanding of, and demonstrated experience in, webpage design and new technology used for communication.
- Experience using Adobe Creative Suite, particularly InDesign, Photoshop and Illustrator.
- Ability to take initiative and work co-operatively and collaboratively.
- Highly developed interpersonal skills, with the ability to communicate with diverse groups, both within the University and the broader community and a commitment to client service.

**Desirable**

- Demonstrated experience in marketing and communications within the Higher Education sector.
- Knowledge of HTML and CSS.
- Drupal CMS experience.
- Vision6 experience.

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