POSITION DESCRIPTION

Position Title: Publications Officer
Organisation Unit: Office of Marketing and Communications
Position Number: 3003122
Type of Employment: Full time, fixed term
Classification: HEW level 6

THE UNIVERSITY OF QUEENSLAND

For more than a century, The University of Queensland (UQ) has maintained a global reputation for creating positive change by delivering knowledge leadership for a better world.

At UQ, we’re changing the way higher education is imagined and experienced. As a university that consistently ranks among the best in the world, our students enjoy innovative and flexible learning options, diverse and dynamic partnership opportunities, and an integrated digital and campus-based learning environment.

More than 51,000 students, including the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students, study across UQ’s three beautiful campuses in South-East Queensland – at St Lucia, Herston and Gatton. They include more than 13,300 postgraduate and about 12,600 international students who contribute to a diverse, supportive and inclusive campus community.

With a strong focus on teaching excellence, having won more Australian Awards for University Teaching than any other university in the country, UQ is committed to providing students with the best opportunities and practical experiences during their time at university, empowering them with transferable knowledge and skills that will prepare them to exceed expectations throughout their careers.

UQ celebrates our 247,000 graduates, including about 13,000 PhDs, as our greatest assets. Our successful alumni network spans 170 countries.

With eight globally recognised research institutes and more than 100 research centres, UQ attracts an interdisciplinary research community of more than 1500 scientists, social scientists and engineers. The institutes are today’s flagships of a tradition of research leadership at UQ. More than 152 UQ staff (including honorary and adjunct appointments) and professors emeriti are fellows of Australia’s learned academies.

UQ has an outstanding track record in commercialising innovation, with major technologies employed across the globe and gross product sales of more than $13 billion.
In 2016, UQ again topped the nation in the prestigious Nature Index for Australian Academic Institutions. It was awarded more Australian Research Council funding ($70.6 million) than any other Australian university in the 2015–16 financial year grant announcements. In 2015, UQ received $385 million in total research funding income, which included Australian competitive grants, industry and other funding, Cooperative Research Centres and other public sector research funding. This recognition is a strong indication of the commitment and quality of our researchers.

UQ employs more than 7000 academic and professional staff and has a $1.7 billion annual operating budget.

ORGANISATIONAL ENVIRONMENT

The Office of Marketing and Communications (OMC) enhances UQ’s success by providing a central marketing and communications service. The highly professional OMC team is responsible for the University’s central marketing strategy, corporate communications and publications, media liaison, brand management, advertising, corporate events and web development.

OMC also liaises with Executive staff, senior Faculty and Institute staff, and marketing and communications officers in faculties, centres and administration divisions across the University.

The Office has responsibilities across the span of University campuses and operations, nationally and internationally, with staff skilled in marketing, communications, events, web development and design. Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded.

Access information about the Office of Marketing and Communications at omc.uq.edu.au.

Information for Prospective Staff

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

DUTY STATEMENT

Primary Purpose of Position

Under the guidance of the Corporate Publications Manager, the Publications Officer will plan, assist and complete the production and sometimes distribution of corporate publications for UQ including magazines, books, brochures and apps in consultation with areas providing content. These publications inform potential domestic and international students and other audiences about UQ. The Publications Officer will also assist with broad communications work and will work as part of OMC overall to ensure an integrated communications and marketing function for the University.
Duties

Duties and responsibilities include, but are not limited to:

- Plan, write, edit, source imagery and assist in the development of a wide range of print and digital publications through the whole publication process including design, layout, production and distribution.
- Liaise closely and build positive relationships with staff at various levels across the University to facilitate the efficient production of publications.
- Accept responsibility for quality control (accuracy, minimal proofing errors, quality content) on content produced for publications.
- Keep across best practice in print and digital publications and competitor publications, with a view to ensuring UQ publications are innovative and reflect best practice.
- Other marketing communication duties as may be required from time to time, as appropriate for the job family and level of the position.

Other

- Comply with the University’s Code of Conduct (see the University’s web site at uq.edu.au/hupp/?page=24987)
- Comply with requirements of Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or School (see the University’s web site at uq.edu.au/ohs/index.html?page=133956).
- Adopt sustainable practices in all work activities and comply with associated legislation and related sustainability responsibilities and procedures developed by the University (see the University’s web site at uq.edu.au/sustainability/responsibilities).

Organisational Relationships

The position reports to the Corporate Publications Manager, Office of Marketing and Communications.

SELECTION CRITERIA

Essential

- Completion of a bachelor degree in English, Journalism, Communications or a related area and significant experience in the production of high-quality written material for a higher education institution, industry or government agency, or an equivalent combination of relevant experience and/or education/training.
- Well-developed organisational and/or project management skills, including an ability to manage own workload and to set, enforce and meet deadlines.
- Excellent writing and editing skills, including aptitude in translating jargon and complex information into plain language, and experience in writing content for a range of mediums and audiences.
- Excellent proofreading skills and scrupulous attention to detail.
- Well-developed interpersonal speaking and writing skills, and the ability to build relationships, improve work processes and handle challenging situations.
- Ability to liaise effectively with senior University staff and other internal stakeholders.
- Ability to take initiative, but also to work cooperatively and collaboratively.

Desired

- Experience in producing multimedia material such as videos, audio, and digital features.
- Medium- to advanced-level ability and experience working in Microsoft Office and Adobe Creative suites.
- Knowledge of the higher education sector and the strategic requirements of a leading
Group of Eight university.

- Evidence of two examples of previous publications projects, such as published books, magazines, reports, newsletters, brochures or articles.

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