POSITION DESCRIPTION

Position Title: Communications Coordinator
Organisation Unit: Office of Marketing and Communications
Position Number: 1004293
Type of Employment: Full-time, continuing
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 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 7000 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 $13 billion+ (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 Office of Marketing and Communications (OMC) enhances the success of the University by providing a central marketing and communications service. The highly professional OMC team is responsible for the University’s central marketing strategy, events and protocol, corporate communications and publications, media liaison, brand management, advertising 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, web development and design. Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded.

Information about the Office of Marketing and Communications can be accessed at http://www.uq.edu/omc.

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

Under supervision, to assist in the planning of diverse media, communications and public relations activities to positively position UQ. To implement such activities including development of key messages, researching and writing original material such as media releases, articles and video stories and social media campaigns, editing draft media and comms materials, and supporting marketing initiatives based around the University’s strategic directions and achievements in Discovery, Learning and Engagement and delivering on the UQ Advantage. The Communications Officer will be a key contact point for the media 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:

- Assist in planning and implementing strategic and operational communications and public relations activities to positively position UQ
• Liaise with a wide range of University staff, including members of the Senior Executive, to identify opportunities and ensure a representative range of stories is produced that strategically builds UQ’s brand

• Prepare and implement materials for internal and external communication channels

• Edit draft media releases, ensure approvals and distribute through UQ News online and to media

• Respond to media inquiries and assist journalists in gathering information

• Organise media events such as press conferences or photo shoots

• Monitor and report on media to identify opportunities and provide intelligence

• Provide media and social media advice to University staff

• Assist with video projects and development of material for online publications

• Contribute to OMC’s social media channels and strategies

• Other duties as required, as appropriate for the job family and level of the position.

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 developed by the University or Institute/School

• 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 reports to the Corporate Relations Manager, Office of Marketing and Communications.
SELECTION CRITERIA

**Essential**

- A degree in journalism/communications or a related area plus 3-4 years relevant experience in the media industry, public relations or an equivalent combination of education/experience.
- Proven ability to implement integrated communication programs
- Demonstrated ability to manage media enquiries, produce and pitch news releases and feature articles and manage news events
- Ability to organise and complete multiple tasks simultaneously, with close attention to detail and prioritisation to meet deadlines
- Excellent interpersonal, verbal and written communication skills, including a demonstrated ability to write with clarity, accuracy and precision
- An understanding of and demonstrated experience in social media and a range of technology used for communication
- Demonstrated commitment to client service
- Ability to work co-operatively and collaboratively

**Desirable**

- Experience in the higher education sector
- Experience in producing multimedia material

The University of Queensland values diversity and social inclusion.

Employment opportunities are not limited by race, ethnicity, religion, disability, age, sexuality, gender or other protected attributes. Applications are encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au