POSITION DESCRIPTION

Position Title: Senior Communication Officer
Organisation Unit: Marketing and Communication
Position Number: TBC
Type of Employment: Full-time, Fixed-term (12 months)
Classification: HEW Level 8

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 CWTS Leiden Ranking (32), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (42), QS World University Rankings (47), Academic Ranking of World Universities (54), and the Times Higher Education World University Rankings (66). Excluding the award component, UQ is now ranked 45th in the world in the ARWU, and is one of the only two Australian universities to be included in the global top 50.

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 53,000-plus strong student community includes more than 16,400 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 260,000-plus alumni. The University has more than 6,600 academic and professional staff (full-time equivalent) and a $2.15 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+.

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

**Organisational Environment**

Marketing and Communication (M&C) provides leadership and expertise in strategic marketing and branding to position The University of Queensland as a world-class, research-intensive university. The team is responsible for the University’s central marketing strategy, strategic communications, publications, design, media management, brand management, advertising, and corporate and student recruitment events.

M&C advise on best practice marketing and communication, and work in partnership with faculties, schools, centres and institutes to enhance the University’s reputation and to actively engage the wider UQ community locally, nationally and internationally.

More information about M&C can be found at https://marketing-communication.uq.edu.au/

**Information for Prospective Staff**

Information about life at UQ including staff benefits, relocation and UQ campuses is available online.

**DUTY STATEMENT**

**Primary Purpose of Position**

The Senior Communication Officer is a senior position within the central communication team. Working closely with communication teams and senior executives across the University, the position is responsible for managing the University’s response to internal and external stakeholders on incidents and issues that could affect the organisation’s reputation.

**Duties**

Duties and responsibilities include, but are not limited to:

- Providing leadership, judgement, expertise and guidance to anticipate and identify issues that may impact on the University’s reputation.
- Provide clear and concise issue briefings for the University and stakeholders.
- Develop and deliver effective communication plans to protect the University’s reputation.
- Monitor issues in media and social media, respond quickly and effectively, ensuring relevant staff are briefed and stakeholders engaged.
- Provide strategic advice to stakeholders on approach / response, methods of engagement, channels and key messages.
- Manage media queries and work with relevant stakeholders on timely responses.
- Establish and manage a process to monitor, track and analyse issues.
- Generate reports on issues managed and outcomes.
- Out of hours work and being rostered to be on-call is a requirement of the position.
- 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 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 Communication Manager.

SELECTION CRITERIA

• Postgraduate qualifications and extensive relative experience in communication or corporate / public relations roles, or an equivalent combination of relevant experience and/or education/training.
• Demonstrated experience working in issue management (proactively and reactively) within a large complex organisation.
• Demonstrated ability of working with complex matters on tight deadlines.
• A strong understanding of media and social media and a genuine passion to proactively engage with these channels to influence outcomes.
• Comfortable problem solving on short deadlines, while maintaining a high quality of work and strategic advice.
• Excellent written and verbal communication skills.
• Excellent interpersonal, influencing and advisory skills including the ability to work collaboratively with senior leaders to create buy-in and achieve support for approaches.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage for further information and points of contact if you require additional support.

This role is a full-time position; however flexible working arrangements may be negotiated.

Accessibility requirements and/or adjustments can be directed to recruitment@uq.edu.au.