POSITION DESCRIPTION

Position Title: Communications & Engagement Manager
Organisation Unit: Faculty of Business, Economics Law
Position Number: 3039550
Type of Employment: Full-time, fixed term 14 months
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 in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (65). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

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 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 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 this will be a strategic focus going forward.

Organisational Environment

The Faculty of Business, Economics and Law (BEL) incorporates three schools – UQ Business School, the School of Economics and the TC Beirne School of Law – and two research centres – the Australian Institute for Business and Economics (AIBE) and the Centre for the Business and Economics of Health (CBEH).

With more than 450 staff and 12,000 enrolled students, including 5600 international students, the BEL Faculty is UQ’s largest.

The Faculty offers a wide range of undergraduate and postgraduate programs at the St Lucia campus. It also operates UQ Brisbane City, the University’s newest site in the heart of the Brisbane CBD. Home to students and professionals from select postgraduate programs and UQ Executive Education courses, UQ Brisbane City is a unique space where students, alumni, industry and government can create, connect and innovate.

The Faculty's high-achieving students are taught by leaders in their fields, many of whom are renowned researchers and consultants to companies around the globe. Students can also connect with the Faculty's award-winning Student Employability Team to increase their employability, access opportunities and manage their careers.

The Faculty boasts a global, tight-knit alumni network of more than 67,000. BEL alumni hold leadership positions in the private sector, in government and with not-for-profit organisations worldwide.

To learn more about the BEL Faculty, please visit https://bel.uq.edu.au.

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

Primary Purpose of Position

To initiate, produce and manage communications, content and media across the Faculty for major initiatives, projects, announcements and events.

Key Responsibilities

1. Initiate and provide strategic communications recommendations, advice and support to the Faculty, its business units and Schools, and the central communications team.
2. Develop and manage targeted communications strategies and initiatives that strengthen relationships and collaborations with stakeholders, students, staff and key external audiences.
3. Identify industry and news media opportunities to enhance the Schools’, Institutes’ and Faculty’s profiles both locally and internationally, and be one of the key liaisons for the central office communications team, and the media.
4. Deliver the ongoing communications and content strategy and plans across digital and engagement channels, ensuring the key messages, stories and content is targeted, timely, engaging and disseminated.
5. Write speeches and prepare presentations for senior representatives or as requested by Protocol or the Office of the Vice-Chancellor.

6. Produce, contribute and edit copy for School, Faculty and University marketing materials including, but not limited to, brochures, reports, newsletters, magazines and websites.

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

8. Build productive relationships to proactively and collaboratively identify opportunities to profile the university, students, alumni, research, projects, academics and staff.

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

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

Other

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 Senior Manager, Strategic Marketing & Communications.

Selection Criteria

1. Degree in Marketing or Communications or a relevant discipline and extensive relevant experience; or an equivalent combination of relevant experience and education/training

2. Extensive demonstrated experience in designing and successfully executing strategic corporate communications for an organisation including supervising staff.

3. 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.

4. Demonstrated ability to write engagingly for target audiences using a variety of mediums including web, print, media releases, speeches and social media.

5. Demonstrated high level of interpersonal and oral communication skills including the ability to negotiate, provide advice and liaise with a wide range of individuals.

6. Impeccable grammar, attention to detail and proven editing experience.

7. Proven ability to successfully pitch news stories to media, with contacts in news and industry media.
8. Ability to work collaboratively across the Faculty and University and proven experience managing stakeholder relations.

9. Ability to use sound judgment, act independently and take initiative with minimal direction, yet work effectively as part of a management team.

10. Ability to respond flexibly to the requirements of a complex organisation and generate solutions that meet management requirements.

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 (http://www.uq.edu.au/equity) 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 hr@bel.uq.edu.au