POSITION DESCRIPTION

Position Title: Communications Manager
Organisation Unit: UQ Business School
Position Number: NEW
Type of Employment: Full-time, Continuing
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 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 record of accomplishment 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

The UQ Business School is located on the St Lucia campus with a staff of approximately 158 academic staff; 180 equivalent tutors and 73 professional staff. The School leases space in the Brisbane central business district in Central Plaza 1 where it offers core MBA courses and provides executive education and function facilities.

The School has seven main areas of academic strength represented by discipline clusters – accounting and accountability; business information systems; finance; management; marketing; strategy; and tourism with an associate professor reporting to the Head of School leading each cluster. Currently, the School has over 8,390 students enrolled in its programs: 6,201 at undergraduate level; 2,035 at postgraduate coursework level; and around 160 in research higher degree programs. Approximately one-third of the student body are international students, mostly from the Asia-Pacific region.

The School’s mission is to achieve national and international recognition as being among the best research intensive business schools in the Asia-Pacific region. The School carries AACSB International and EQUIS accreditation – the first school in Australia to receive AACSB and EQUIS accreditation across the full range of programs. The School also carries UNWTO accreditation and is the only School in Australia to hold such accreditation. The School enjoys strong research links with leading international research schools.

Information about the Business School may be accessed on the School’s website at www.business.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

DUTY STATEMENT

Primary Purpose of Position

The key responsibilities of the Communications Manager are to strategically plan and manage communications, content and media for UQ Business School to showcase our research impact, student and alumni achievements and industry partnerships.

Duties

Duties and responsibilities include, but are not limited to:

• Working with the Senior Manager, Marketing & Engagement, and the wider team to manage and implement communication activities in alignment with the marketing operational plan.
• Building effective relationships with staff from UQ Business School, the Faculty and across the University to proactively identify media and promotion opportunities to strengthen UQ Business School’s profile.
• Coordinating with the Senior Communications Officer and media consultants to provide effective responses to media requests.
• Act as the key Business School contact for academic staff, the central office and Faculty communications teams.
• Developing the ongoing content strategy and plans across digital and engagement channels, ensuring the key messages, stories and content are targeted, timely and engaging.
• Delivering engaging content for promotional materials, internal communications and digital channels such as brochures, e-updates, publications as well as web and social content.
• Managing, tracking and reporting on marketing budget for areas of responsibility and prepare financial documents for processing orders.
• Ensuring all Business School communications content is on-brand, on-message, accurate and error-free.
• Participating in relevant committees and working groups as directed by the Senior Manager, Marketing & Engagement.
• Working after hours and on weekends from time-to-time as required.

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 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
As part of the Business School Marketing and Communications team, this position reports to the Senior Manager, Marketing & Engagement at UQ Business School and manages the Senior Communications Officer and relevant agencies.

This role also works closely with the Business, Economics and Law (BEL) Faculty and central UQ marketing teams to deliver on the UQ strategic plan.

SELECTION CRITERIA
• Undergraduate qualifications in Communications, Marketing or a related discipline; plus a minimum of three years of communications management experience including leading and managing communications professionals within a large organisation.
• Substantial experience delivering media and communications content with a significant history of successfully published media stories across a wide range of media outlets (please include examples/links).

• Excellent customer service skills including the ability to develop close working relationships with a wide range of internal and external stakeholders.

• Extensive experience writing and delivering promotional content across a wide range of mediums such as for brochures, newsletters, website content and social media.

• Strong project management and time management skills.

• Exceptional editing and proof reading skills with a great attention to detail.

• High level of computer proficiency and demonstrated experience using online content management systems and customer relationship management databases.

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

The University of Queensland is an equal opportunity employer.