Position Description

College/Division: College of Science
Faculty/School/Centre: Centre for Entrepreneurial Agri-Technology (CEAT)
Department/Unit: N/A
Position Title: Marketing and Communications Manager
Classification: ANU Officer Grade 8 (Administration)
Position No: 25216
Responsible to: CEAT Chief Operations Officer
Number of positions that report to this role: 1
Delegation(s) Assigned: D8

PURPOSE STATEMENT:
The Centre for Entrepreneurial Agri-Technology (CEAT), an ANU Innovation Institute, is driven by the desire to build an innovation ecosystem where research and technology is targeted to agricultural challenges independent of traditional discipline boundaries. We build partnerships and capability to enable researchers, industry, government and end-users to collaborate and innovate.

The Marketing and Communications Manager is responsible for creating, implementing and overseeing the communications, media, and public relations strategy to effectively describe and promote CEAT, manage delivery of high quality, robust and flexible services to underpin the day-to-day operations of marketing and communications for CEAT.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:
The Marketing and Communications Manager leads the day-to-day provision of all marketing and communications related activities for CEAT. They provide high-quality, professional support and advice on strategic and operational aspects, build professional relationships with internal and external stakeholders and support the achievement of CEAT and University strategic objectives.

The Marketing and Communications Manager liaises with the CEAT Executive Committee and CEAT Fellows and Champions; curating content for CEAT Newsletters and other publications for consumption by a range of audiences via multiple media channels is also an important responsibility of the role.

Role Statement:
Under broad direction of the Centre’s COO, the Marketing and Communications Manager will oversee brand, marketing and communications for the Centre for Entrepreneurial Agri-Technology. This includes, but is not limited to, the following:

- Coordinate the provision of proactive and expert advice to the CEAT Executive Team and staff on all matters relating to marketing and communications, ensuring compliance with the University’s policies, procedures, guidelines and legal requirements.
- Manage the development, design and implementation of marketing and communications strategies. Develop strategic plans in advertising, branding, events and other outreach initiatives, web and social media management, digital publications, and participant-recruitment campaigns.
- Produce high quality publications and social media releases, promotional material, editorial and other written communications to profile CEAT expertise and the research capabilities of the University.
- Lead and manage CEAT reporting and key performance indicator data collection relating to marketing and communications activities. Provide ad-hoc reporting and market research on key marketing issues and undertake competitor analysis, campaign efficiency, statistical and trend analysis. Provide insightful recommendations and ensure uptake and inclusion of the recommendations in strategic planning to support CEAT objectives.
- Plan and manage events, including monitoring and reporting, approaching speakers, organising venues, creating event graphics, registrations and conducting post-event evaluations. Where relevant, coordinate production of videos and photos for use across various promotional activities. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel.
- Implement and manage various initiatives as requested by senior management, in accordance with strategic plans and/or aimed at improving current practices and processes, with a commitment to continuous improvement.
- Represent and promote CEAT, ensuring that CEAT activities are informed by collaborative relationships with marketing and communications staff across the University and CSIRO, sharing best practice and identifying and capitalising on opportunities for shared advertising, events and other marketing activities.
- Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity

See the classification descriptors for general staff\(^1\) and minimum standards for academic staff\(^2\)

**SELECTION CRITERIA:**

1. Relevant postgraduate qualifications and demonstrated extensive experience in science communication, journalism, marketing or an equivalent combination of relevant experience and qualifications/training. Marketing experience in the science, policy and/or industry (particularly agriculture) related sectors will be highly regarded.
2. Proven high-level advice and planning skills to support senior management and experience implementing marketing policies, procedures, guidelines and strategic plans to achieve organisational strategic goals.
3. Demonstrated knowledge of contemporary marketing and communications practices, including web and social media management, and an ability to take innovative approaches with outstanding results.
4. Excellent interpersonal, verbal and written communication skills. Demonstrated experience in creating, editing and delivering content, including through the production of print and web communications.
5. Demonstrated supervisory experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise workloads and to lead the team to deliver on challenging objectives in a timely manner and on budget.
6. High level of interpersonal and consultation skills with demonstrated effective communication skills, as well as experience delivering presentations to large audiences and developing comprehensive written documentation and reports.
7. Demonstrated experience and high level computer skills using contemporary relevant office and marketing and communications tools.
8. A demonstrated high level of understanding of equal opportunity principles and occupational health and safety and a commitment to their application in a university context.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

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\(^1\)Schedule 5 - General staff classification descriptors - Human Resources - ANU  
\(^2\)Schedule 4 - Human Resources - ANU

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For assistance please contact HR Division Ph. 6125 3346
In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance [https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook](https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook)
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.

### Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties.

<table>
<thead>
<tr>
<th>TASK</th>
<th>regular</th>
<th>occasional</th>
<th>TASK</th>
<th>regular</th>
<th>occasional</th>
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</thead>
<tbody>
<tr>
<td>key boarding</td>
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<td>☐</td>
<td>laboratory work</td>
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<tr>
<td>lifting, manual handling</td>
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<td>☐</td>
<td>work at heights</td>
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<td>repetitive manual tasks</td>
<td>☐</td>
<td>☐</td>
<td>work in confined spaces</td>
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<td>Organizing events</td>
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<td>☐</td>
<td>noise / vibration</td>
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<td>fieldwork &amp; travel</td>
<td>☐</td>
<td>☑</td>
<td>electricity</td>
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<td>driving a vehicle</td>
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**NON-IONIZING RADIATION**

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<th>occasional</th>
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<td>gamma, x-rays</td>
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<td>ultraviolet</td>
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<td>☐</td>
<td>beta particles</td>
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<td>nuclear particles</td>
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<td>radio frequency</td>
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**CHEMICALS**

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<th>occasional</th>
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<td>microbiological materials</td>
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<tr>
<td>allergens</td>
<td>☑</td>
<td>☐</td>
<td>potential biological allergens</td>
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<td>cytotoxics</td>
<td>☑</td>
<td>☐</td>
<td>laboratory animals or insects</td>
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<td>mutagens/teratogens/</td>
<td>☑</td>
<td>☐</td>
<td>clinical specimens, including blood</td>
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<tr>
<td>carcinogens</td>
<td>☑</td>
<td>☐</td>
<td>genetically-manipulated specimens</td>
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<td>pesticides / herbicides</td>
<td>☑</td>
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<td>immunisations</td>
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OTHER POTENTIAL HAZARDS (please specify):