Position Description

College/Division: Research and Innovation Portfolio
Faculty/School/Centre:
Department/Unit: Office of the Deputy Vice-Chancellor (Research and Innovation)
Position Title: Senior Communications and Marketing Officer
Classification: ANU Officer Grade 6/7 (Administration)
Position No: 
Responsible to: Communications and Marketing Manager, Office of the DVC (R&I)
Number of positions that report to this role: Nil
Delegation(s) Assigned: Nil

PURPOSE STATEMENT:
The Research and Innovation Portfolio (the Portfolio), under the leadership of the Deputy Vice-Chancellor (Research and Innovation) is responsible for the leadership, governance and overall strategic direction of research, the higher degree by research (HDR) program, innovation and commercialisation, and research support activities. The priorities for the Portfolio encompass leadership and effective governance of research and innovation endeavours at ANU and support the positioning of the University as a strong national resource.

The Senior Communications and Marketing Officer will be appointed on a fixed-term basis for two (2) years with a possibility for extension.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Senior Communications and Marketing Officer reports directly to the Communications and Marketing Manager in the Office of the Deputy Vice-Chancellor. This position will support the communication and implementation of the University’s strategic research priorities, as well as the real-world translation and commercialisation of impactful ANU research through start-ups and industry partnerships.

They will have responsibility for delivering high-quality communication materials and ensuring that messages are engaging, appropriately targeted, and distributed effectively across a broad range of internal and external communication channels.

The position will work closely with staff within the Research and Innovation Portfolio, ANU Communications and Engagement (ACE) teams, College and Schools marketing and communications offices, and the broader ANU communications cohort.

Role Statement:
Under the direction of the Communications and Marketing Manager, the Senior Communications and Marketing Officer will:

1. Develop and manage social media channels for the Research and Innovation Portfolio.
2. Provide high-level support in the development and implementation of the Portfolio’s communication, engagement and marketing strategies.
3. Prepare visual and written content for traditional and digital channels, including newsletters, digital publications, the ANU research website, social media and internal communication channels.
4. Proactively liaise with other communication and marketing experts across the College, its Schools, and the broader ANU communications cohort, collaborating to maximise alignment and effectiveness of all communication and engagement activities and processes.
5. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
6. Perform other duties as requested, consistent with the classification of the position and in line with the principle of multi-skilling and professional development.

**SELECTION CRITERIA:**

1. Tertiary qualifications in marketing, media or communications, and/or relevant experience.
2. Proven experience in managing social media accounts in a work context, including creating and maintaining content calendars and strategies, community moderation, and driving growth across multiple platforms.
3. Experience in digital marketing, with skills in analysing, evaluating and reporting on outcomes.
4. Ability to develop visual content and present data for multiple audiences and across multiple platforms, with graphic design skills and experience using the Adobe suite of programs.
5. Well-developed written and verbal communication skills. Demonstrated ability to develop and deliver engaging and impactful content to a variety of audiences.
6. Strong interpersonal skills with demonstrated initiative and an ability to liaise with a wide range of people and build strong professional networks.
7. Ability to maintain a flexible and proactive approach to tasks within a busy work environment and the ability to organise work priorities, multiple projects and meet tight deadlines, with a high level of attention to detail and accuracy.
8. A demonstrated understanding of equal opportunity principles and polices and a commitment to their application in a university context.

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ANU Officer Levels 6 and 7 are broad banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.

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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**Supervisor/Delegate Signature:**  
**Date:** 4/11/2022

**Printed Name:** Kathryn Vukovljak  
**Uni ID:** 1115996

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**References:**

- **General Staff Classification Descriptors**
- **Academic Minimum Standards**