College/Division: ANU College of Science
Faculty/School/Centre: Research School of Physics
Department/Unit: Electronic and Materials Engineering (EME), ARC Centre of Excellence TMOS
Location: Canberra, ACT
Position Title: Content and Engagement Officer
Classification: ANU Officer Grade 5 (Administration)
Position No: TBC
Responsible to: Engagement Manager, TMOS
Number of positions that report to this role: Nil
Delegation(s) Assigned: Nil

PURPOSE STATEMENT:
The position is funded by the ARC Centre of Excellence for Transformative Meta-Optical Systems (TMOS). TMOS is a consortium of five Australian universities with national and international collaborators. The Engagement Officer responsible for the provision of communications and marketing support in alignment with communications strategies and plans, under the supervision of the Engagement Manager. They will work closely with professional staff in the four other TMOS Nodes (based at Australian Universities) and within the Research School of Physics and College of Science at ANU.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Content and Engagement Officer reports to the Engagement Manager and works closely with members of the Centre team. They work with the Centre professional team, research staff and students to achieve the TMOS vision in alignment with our strategic and communications plans. The Content and Engagement Officer supports communication and marketing activities by assisting with the implementation of marketing plans, coordination of events, organisation of activities, and development and maintenance of relationships with prospective partners. The role will also involve direct consultation and liaison with academics and work closely with other key internal and external stakeholders. The Content and Engagement Officer is part of a nationally dispersed team, offering coordinated support to all TMOS.

ROLE STATEMENT:
Under the general direction of the TMOS Engagement Manager:

- Assist with coordinating TMOS events and tasks relating to the planning and delivery of internal and external communications objectives and other administrative tasks as required.
- Provide comprehensive marketing and communications support for operational aspects such as assisting in the planning, organising, administration and delivery of marketing events and media strategies, preparation of marketing and promotional materials, and editing and producing multimedia material for digital publications.
- Assist in the development, implementation, and update of TMOS web communications tools including website content, social media and other emerging online tools.
- Maintain documentation, tracking and reporting systems on relevant marketing and communications projects and activities, providing timely and high-quality support.
• Build networks within the ANU marketing and communications community, including proactive liaison fostering collaboration across Central and College Marketing Services towards the University's strategic goals.

• Develop a broad base of marketing and communications skills, and actively participate in the continuous improvement of marketing practices, processes, and quality service delivery.

• Comply with all ANU policies and procedures, and in particular those relating to work, health and safety and equal opportunity.

• Undertake other activities consistent with the classification level of the position and in line with the principles of multi-skilling.

**SELECTION CRITERIA:**

• Demonstrated experience in a marketing and/or communications role or an equivalent combination of relevant experience and qualifications/training. Experience in the higher education sector or science communication will be well regarded.

• Demonstrated editorial and creative visual and multimedia communication skills with an ability to identify and tell engaging stories with integrity, communicate complex material and to present ideas with confidence.

• Sound knowledge of and interest in marketing, including the ability to interpret and apply guidelines, policies and procedures related to marketing and communications matters and a keen interest in using new media for effective communications.

• Demonstrated ability to prepare copy for a range of promotional materials including emails, blog posts, brochures, advertisements, and websites.

• Demonstrated high level customer service and effective communication skills with an ability to write clearly and concisely and to consult and liaise effectively with a wide range of stakeholders in a culturally diverse environment.

• Proven organisational skills and attention to detail, with a demonstrated ability to prioritise own workload and to work effectively both independently and as part of a team, meeting competing deadlines and delivering high quality outcomes.

• Demonstrated experience using current digital marketing and communications platforms including, but not limited to, paid and organic social media systems, Google Analytics, CMS, and email software. Experience using a website development platform will be advantageous.

• A demonstrated understanding of equal opportunity principles and policies 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.*

Delegate Signature: __________________________ Date: ____________________________

Printed Name: Samara Thorn Uni ID: __________________________

**References:**

[Professional Staff Classification Descriptors](#)

For assistance please contact HR Division Ph. 6125 3346
Pre-Employment Work Environment Report

Position Details

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<thead>
<tr>
<th>College/Div/Centre</th>
<th>College of Science</th>
<th>Dept/School/Section</th>
<th>RSPPhys/EME/TMOS</th>
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<td>Position Title</td>
<td>Content and Engagement Officer</td>
<td>Classification</td>
<td>ANUO5 (Admin)</td>
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<td>Position No.</td>
<td>TBA</td>
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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.

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<thead>
<tr>
<th>TASK</th>
<th>regular</th>
<th>occasional</th>
<th>TASK</th>
<th>regular</th>
<th>occasional</th>
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<tr>
<td>key boarding</td>
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<td>laboratory work</td>
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<td>work at heights</td>
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<td>noise / vibration</td>
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<td>electricity</td>
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<td>driving a vehicle</td>
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### NON-IONIZING RADIATION

- solar | ☐ | ☐ |
- ultraviolet | ☐ | ☐ |
- infra-red | ☐ | ☐ |
- laser | ☐ | ☐ |
- radio frequency | ☐ | ☐ |

### IONIZING RADIATION

- gamma, x-rays | ☐ | ☐ |
- beta particles | ☐ | ☐ |
- nuclear particles | ☐ | ☐ |

### CHEMICALS

- hazardous substances | ☐ | ☐ |
- allergens | ☐ | ☐ |
- cytotoxics | ☐ | ☐ |
- mutagens/teratogens | ☐ | ☐ |
- carcinogens | ☐ | ☐ |
- pesticides / herbicides | ☐ | ☐ |

### BIOLOGICAL MATERIALS

- microbiological materials | ☐ | ☐ |
- potential biological allergens | ☐ | ☐ |
- laboratory animals or insects | ☐ | ☐ |
- clinical specimens, including blood | ☐ | ☐ |
- genetically-manipulated specimens | ☐ | ☐ |
- immunisations | ☐ | ☐ |

**OTHER POTENTIAL HAZARDS** (please specify):

Supervisor/Delegate Name: Samara Thorn  Date: October 2021

For assistance please contact HR Division Ph. 6125 3346