PURPOSE STATEMENT:
The ANU College of Engineering and Computer Science has embarked on a major initiative to reimagine the role of engineering and computing in the 21st century. As outlined in the ANU 2025 strategic plan and the CECS Strategic Intent – we have a unique set of national responsibilities and an obligation to have a degree of impact befitting the only national university.

The School of Cybernetics is the first new school created at ANU this century. It is a new organisation built on a much older idea. The theory of cybernetics first found form in the 1940s and 1950s as a response to the rapid outgrowth of computing technology following World War II. As a field, it fused maths, engineering, and philosophy with biology, psychology, and anthropology, among many others. It was robustly interdisciplinary before that term was in common currency. It theorised an approach to next-generation computational systems that encompassed technology, culture, and the environment. Today, there is an imperative to reappraise and refit cybernetics for the 21st century and to design, drive and sustain a program of strategic activities around cybernetics. This new School of Cybernetics will build on the history of the field, as well as on the foundational work of the Autonomy, Agency and Assurance Innovation Institute (3Ai). This is an opportunity to establish an innovative and forward-looking intellectual agenda, built on a diverse, inclusive culture.

The Engagement and Impact Coordinator position exists to provide marketing and communications, and content management support to the school.

KEY ACCOUNTABILITY AREAS:
The School of Cybernetics will initially have defined four broad focus areas, or activity clusters – Strategic Services, the 3A Institute, Systems and Design. Each cluster will have a Lead who is responsible for leading the education, research and engagement activities in their area. This structure will allow for the concentration of resources and activities with a consequentially increased potential for meaningful impact, but all clusters will work in an integrated way, with staff engaging in activities across all four areas in their day-to-day work. The Strategic Services area houses the operational excellence team, the engagement and impact team, and the educational experiences team. It will forge a new path to structuring the school for productivity and impact; developing the structures, capabilities and new business models for taking ideas through to impact, whether that be via educational experiences, events, publications, research collaborations, or a myriad of other ways to carry forward the mission of the school.

The Engagement and Impact team is responsible for the marketing and communications, events, outreach, business development, external partnerships and research to impact activities of the school.

Sitting within the Engagement and Impact team, the E&I coordinator will work closely with the team to specifically deliver against marketing, communications, events and outreach.
This position sits within the School of Cybernetics, reporting directly to the Engagement and Impact Lead. The Engagement & Impact Coordinator will work closely and collaboratively with the professional and academic staff within the School, broader College and University and external stakeholder groups, such as industry and government.

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The Engagement and Impact Coordinator will develop and maintain close working relationships with academic and professional staff in the School, as well as relevant academic and professional staff within the College and across the University. They will cultivate relationships with external partners, industry, government, philanthropists, and the wider community and also consult and liaise with a variety of internal stakeholders including staff, students and visitors, working in partnership with colleagues across the University.

They will also have significant interactions with the other engagement, marketing and strategic communications areas within the College and University, as well as the academic community as a whole.

The Engagement & Impact Coordinator is expected to supervise and mentor junior staff within the School, and take a leadership role in the management of engagement tasks with a view to continuous improvement. It is expected that all member of the College community will contribute cooperatively to the overall intellectual life of the School, College and University.

Role Statement:
Under broad direction, the Engagement and Impact Coordinator will:

• Provide high level advice on a wide range of policies and procedures relating to engagement and impact at the ANU, liaising with staff and students and ensuring issues are solved timely.

• Contribute to high impact collaborative and cross-disciplinary creative work to deliver on the School’s strategic engagement and impact imperatives, including but not limited to marketing, strategic communications, student recruitment, media and public relations.

• Curate, format and tailor the content and outputs created by the School for consumption by a range of audiences via multiple media channels.

• Initiate cross-school programs of activity in support of the engagement and impact strategy.

• Develop the marketing and communications strategy for the School, in line with ANU brand guidelines and feedback from stakeholder groups.

• Oversee social media management, website management, newsletter development, event delivery, video production, as well as the provision of committee support, ensuring appropriate use of space, recording studios and equipment, procurement protocols and supplier management, in line with University and local area protocols. • Supervise a small team, including coaching, mentoring, skill and career development and feedback on performance.

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

• Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.
**SELECTION CRITERIA:**
The breadth and depth of the roles are illustrated in the below selection criteria. While candidates should ideally meet all selection criteria, the School of Cybernetics will consider all applications that demonstrate alignment with its mission.

1. Degree in a relevant field (e.g. marketing, communications, content marketing or editing) with demonstrated experience working in a complex environment. Or an equivalent combination of relevant experience and education/training. Experience in a University or start-up would be highly regarded.

2. Excellent oral and written English language skills and a demonstrated ability to communicate complex subject matter clearly and with impact. Demonstrated ability to engage effectively with internal and external stakeholders in a cross-disciplinary academic environment and to foster respectful and productive working relationships. Skills in other forms of communication (such as visual communication, podcasting, video, etc.) or a willingness to innovate in these areas will be well regarded.

3. Demonstrated ability to develop marketing and content strategy and execution plans, by thinking outside the box and applying creative flair, to have impact with particular target audiences.

4. Demonstrated analytical and problem-solving skills, with a proven ability to collect and analyse data and to make recommendations on alternative solutions to senior management. Project coordination experience is required.

5. Proven organisational skills and ability to prioritise competing demands and to work effectively both independently and collaboratively and to supervise a team, meeting deadlines and delivering high quality outcomes.

6. Highly developed computer skills, including proficiency using the MsOffice suite and experience with online data management platforms and website maintenance.

7. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

**ANU Officer Levels 6 and 7 are broadbanded 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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**References:**

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

For assistance please contact HR Division Ph. 6125 3346