Position Description

College/Division:  Advancement  
Position Title:  Senior Marketing Communications Officer – Content  
Classification:  ANU Officer Grade 6/7 (Administration)  
Responsible to:  Marketing and Communications Manager

PURPOSE STATEMENT:
ANU Advancement leads the development, management and coordination of activities at ANU that support deepening relationships with alumni and securing long-term philanthropic income. Members of the office integrate the values of leadership, respect and inclusiveness, ethical behaviour, integrity and accountability into purposeful management of relationships with alumni, donors and prospective donors, within Advancement and across ANU.

The Marketing Communications team is responsible for developing and implementing the communications strategy and communications support for Advancement. This includes the planning and provision of communications for philanthropic development, donor stewardship and alumni relations.

The Senior Marketing Communications Officer — Content provides high level, comprehensive support on a diverse range of communications activities, including the development and delivery of long and short form written content, ensuring the effective and efficient delivery of activities. Types of content include materials to support fundraising, such as cases for support, profile and impact stories, reporting, event collateral, urgent messaging, and other written content that supports the strategic priorities of Advancement.

The Senior Marketing Communications Officer – Content liaises with senior management and provides robust assistance and advice on a wide range of marketing communications services, policies, procedures and guidelines, and coordinates initiatives to support the achievement of the University’s strategic goals.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
The Senior Marketing Communications Officer — Content works closely with other members of the Marketing Communications team and with the relevant Central Divisions and Colleges, liaising with and providing high level, comprehensive marketing communications service and advice to a wide variety of stakeholders. The Senior Marketing Communications Officer — Content is responsible for the planning, coordination and execution of communications projects, and supports the implementation of various local and University-wide initiatives that support fundraising activities and alumni engagement.

Role Statement:
Under broad direction, the Senior Marketing Communications Officer — Content will:

- Coordinate editorial aspects, including editing, writing and proof reading, and provide high level advice and services on a wide range of sometimes complex marketing, outreach and communications matters, ensuring compliance with the University’s branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements.
- Coordinate the implementation of communications strategies for fundraising and engagement purposes, including digital and other publications, social media, outreach initiatives and website content development. This may occasionally require work outside of the ordinary span of hours and/or on weekends, and may involve domestic/international travel.
- Investigate, research and prepare reports on communications activities and initiatives and undertake market research, statistical and trend analyses to identify current best practice in areas such as fundraising and audience engagement, and utilise promotional opportunities.
- Coordinate the timely preparation and distribution of periodic and ad hoc reports, ensuring that the information produced is accurate, presenting data with insightful recommendations and/or solutions when needed, to inform strategic decisions.
- Contribute to new communications initiatives and provide input to develop and improve the area’s communications practices and processes, with a commitment to continuous improvement and best practice in stakeholder engagement and communications to various audiences.
- Assist in the mentoring and development of junior team members and in the coordination of various local and University-wide marketing communications initiatives, ensuring timely and high quality delivery.

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• Proactively liaise with marketing and communications staff across the University, exchange ideas and information, fostering collaboration across Central and College Marketing Services to maximise the effectiveness of the communications, marketing and promotional activity undertaken, and increase the understanding of Advancement’s work.
• 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.

See the classification descriptors for general staff

SELECTION CRITERIA:

1. Degree in a relevant field with demonstrated experience in marketing or communications in a complex organisation or an equivalent combination of relevant experience and qualifications/training. Experience in the higher education sector, or fundraising will be highly regarded.
2. Sound knowledge of and demonstrated experience with writing for a wide range of audiences across multiple platforms and the ability to interpret and apply guidelines, policies, procedures and legislative requirements.
3. Demonstrated high level customer service and communication skills, with experience producing publications, giving public presentations and an ability to liaise effectively with stakeholders in a culturally diverse environment.
4. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make recommendations on solutions.
5. Proven organisational skills and ability to prioritise own workload and to work effectively both independently and as part of a team, meeting demanding deadlines and delivering high quality outcomes.
6. Highly developed computer skills, including using contemporary relevant office and communications tools.
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 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.

Supervisor/Delegate Signature: Date:

Printed Name: Uni ID:

References:

General Staff Classification Descriptors
Academic Minimum Standards

Schedule 5 - General staff classification descriptors - Human Resources - ANU

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