Position Description

College/Division: Office of the Vice-Chancellor  
Department/Unit: Communications and Engagement  
Position Title: Media and Digital Communications Assistant  
Classification: ANU Officer Grade 5 (Administration)  
Position No: TBC  
Responsible to: Digital Communications Manager  
Number of positions that report to this role: 0  
Delegation(s) Assigned: Nil

PURPOSE STATEMENT:
The Communications and Engagement division is the University’s central point for corporate, internal and external communication, media relations, community engagement, public lectures and outreach, government relations and executive briefings.

The Media and Digital Communications Assistant acts as a ‘digital journalist’ on campus and supports the implementation of the University-wide digital communications strategy through the creation, commissioning, editing and publishing of high-quality and engaging digital content, including for the digital-first ANU Reporter, social media, the ANU website, podcasts and wider media.

KEY ACCOUNTABILITY AREAS:  
Position Dimension & Relationships:  
The Media and Digital Communications Assistant works to the Digital Communications Manager as part of the multidisciplinary Communications and Engagement team. The team works closely with ANU academic staff, the Multimedia Office, Corporate Communications and Engagement, the ANU Executive, Commonwealth and Government Relations, Marketing and Student Recruitment, ANU Advancement, ANU Colleges, and relevant third-party organisations.

The Media and Digital Communications Assistant will make an important contribution to the successful delivery of high-quality digital communications on behalf of the University. A key priority of the role is to assist to develop, create and publish a wide range of engaging content for the University’s digital channels and wider media, and with the administration of the University’s social media accounts.

Role Statement:  
Under broad direction, the Media and Digital Communications Assistant will:

- Create, edit, publish and coordinate a program of digital content for a range of channels and audiences, including ideas generation; content writing, editing, publishing and promotion; commissioning multimedia products; writing and sub-editing for ANU Reporter.
- Monitor progress tracking of the University-wide digital communications strategy, including preparing reports and analytics.
- Support the University’s daily media operations, including proactive and reactive media and media engagement, monitoring the media inbox, issues management and crisis and emergency communications (as required).
- Create and help coordinate a calendar of social media content, including proactive collaboration across the University and with student organisations to collect, commission, edit and publish content, working closely with the Digital Communications Manager and Media and Digital Communications Officer.
- Monitor social media for issues and opportunities to leverage ANU expertise, escalating to the Digital Communications Manager as appropriate and assisting with issues management.
- Support the Digital Communications Manager with social media training and provision of best-practice advice across the University.
- Undertake other duties consistent with the classification level of the position.
- Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

*This position will be required to monitor the media inbox and be on-call for general media enquiries and media issues (as required).

### SELECTION CRITERIA:

1. Degree qualification in journalism or related field and relevant work experience and training in journalism or public relations.
2. Demonstrated editorial experience and ability to identify and tell engaging and accurate stories using digital channels to reach a range of audiences.
3. Advanced written communication skills, including proven ability to grasp complex subjects easily and write clearly and quickly.
4. Proven analytical and problem-solving skills with the ability to identify social media issues to achieve positive outcomes.
5. Strong interpersonal, consultation and communication skills with demonstrated ability to work collaboratively in a team environment, using initiative, judgement and discretion.
6. Demonstrated experience developing and implementing new approaches to using social media and other digital channels for effective and engaging communications to achieve organisational goals. Experience using a range of content and customer relationship management systems and proficiency across social media platforms would be an advantage.
7. Ability to maintain a flexible and proactive approach to tasks within a busy work environment and the ability to organise work priorities, coordinate multiple projects and meet tight deadlines, with a high level of attention to detail and great accuracy.
8. 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.

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**References:**

[Professional Staff Classification Descriptors](#)