



Position Description

College/Division:	ANU College of Engineering, Computing and Cybernetics
School/Centre:	Professional Services Group
Department/Unit:	Marketing & Communications
Position Title:	Marketing & Communications Officer
Classification:	ANU Officer Grade 5 (Administration)
Responsible to:	Marketing & Communications Coordinator

PURPOSE STATEMENT

The ANU College of Engineering, Computing and Cybernetics (CECC) brings together expertise in social, technical, computational, ecological and scientific systems to build a new approach to systems design and build new national capabilities in data-driven policy and business development. We are a vibrant and diverse community that hosts three of the key disciplines necessary to help us design, build, regulate and secure the future. The College comprises three schools: The School of Computing, School of Cybernetics, and School of Engineering, supported by the Professional Services Group.

The CECC Marketing and Communications team is responsible for future student engagement and positioning computing, cybernetics, and engineering through a cohesive narrative and identity that enhances understanding of the disciplines and promotes ANU as a leader in these fields.

KEY ACCOUNTABILITY AREAS

Position Dimension & Relationships:

The Marketing & Communications Officer provides comprehensive digital marketing support to other Professional Services members and the wider College and ANU communities. The Marketing & Communications Officer is responsible for the provision of day-to-day generalist advice and services on a wide range of communication matters, ensuring data accuracy and integrity and timely escalation of more complex aspects to the relevant team members.

The role contributes to the planning and delivery of strategic marketing activities, by providing timely assistance with a wide range of audience and user focused communication products. This position supports content development for marketing and student recruitment campaigns and events, including EDMs, web and social media content, merchandise, printing, creative, multimedia, and stories in line with the ANU brand identity and narrative.

Role Statement:

Under general direction, the Marketing & Communications Officer will:

1. Act as the first point of contact for general marketing and communications enquiries, providing accurate advice on the application of and compliance with the University's policies and procedures and escalating more complex enquiries when needed.

2. Provide high quality support with an ability to anticipate, recognise and meet stakeholders' needs.
3. Assist in the planning and execution of marketing strategies, including developing and publishing content that meets branding, advertising, social media and web content principles.
4. Provide comprehensive marketing and communications support for operational aspects, such as assisting in the planning and delivery of marketing campaigns and events, the preparation of marketing materials and the production of content for print and digital publications.
5. Participate in and assist with the implementation and roll-out of various local or University-wide activities, through knowledge sharing, reporting and performance improvement.
6. Develop a broad base of marketing and communications skills, and actively participate in the continuous improvement of marketing practices, processes and quality service delivery.
7. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
8. Perform other duties as directed, consistent with the classification level of the position and in line with the principle of multi-skilling.

SELECTION CRITERIA

1. 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 will be highly regarded.
2. Sound knowledge of and interest in producing accurate and quality audience focused content for print, web and digital channels as part of a team, and a keen interest in using new media for effective communications.
3. Demonstrated high level customer service and effective communication skills with an ability to consult and liaise effectively with a wide range of stakeholders in a culturally diverse environment.
4. 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.
5. Demonstrated experience using current relevant office and marketing and communications tools. Experience using the Adobe Creative Suite and in web or social media environments will be highly regarded.
6. 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.

References: [Professional Staff Classification Descriptors](#)



Australian
National
University

Pre-Employment Work Environment Report

Position Details

College/Div/Centre	CECC	Dept/School/Section	Professional services group
Position Title	Marketing & Communications Officer	Classification	ANU Officer 5
Position No.	TBC	Reference No.	

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-systemhandbook> • 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. • 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

<p>• 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.</p>					
TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
Organizing events	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red laser radio	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
frequency	<input type="checkbox"/>	<input type="checkbox"/>			
	<input type="checkbox"/>	<input type="checkbox"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including <input type="checkbox"/> blood		
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):					

Supervisor/Delegate Name:	Leo Wu	Date:	
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