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## POSITION DESCRIPTION

# Communications Officer (External)

Faculty/Division	Division of Soc Imp, Eq & Eng
Classification Level	Professional 7
Hours & Span (Category)	G - Administrative, Clerical, Computing, Professional & Research Staff
Position number	Click or tap here to enter text.
Shiftwork status	NOT SHIFTWORKER
Allowances	NA
On call arrangements	NA
Original document creation	8 August 2024

### Position Summary

The Division of Societal Impact, Equity and Engagement (SIEE) is responsible for supporting a diverse and inclusive staff and student community and working with partner communities and broader society towards positive change. The Division of Societal Impact, Equity and Engagement is also responsible for several KPIs for staff and student equity.

The Communications Officer (External) is responsible for assisting with three broad areas; developing and disseminating communications to the University's external and internal audiences and managing University communications and publications focused on equity, diversity and inclusion.

The Communications Officer (External) reports to the Communications Manager – External and has no direct reports.

### Accountabilities

Specific accountabilities for this role include:

- Participate fully within the Corporate Communications Unit, contributing to creating a respected and valued service. Deliver a highly customer-focused service, and demonstrate commitment to excellence and continuous improvement.
- Assist in delivering communications programs which deliver timely, targeted, creative, engaging and cost-effective external and internal communications.

- Achieve agreed outcomes and identify opportunities to improve the quality or efficacy of communications. Utilise quantitative and qualitative data to continually enhance UNSW communications.
- Provide advice to stakeholders in your area on communications, including most appropriate channels to deliver effective and targeted messages to relevant audiences.
- Be a brand advocate and drive positive brand positioning through all external and internal communications.
- Manage the flow of requests from journalists for stories and information, including after hours on a rotational basis. Prepare and distribute external communications content that strongly profiles UNSW.
- Work with the News & Content team to deliver and repurpose content effectively. Develop media releases, key messages and briefing notes as required.
- Support the delivery of all PR launches, awards and campaigns in your designated area, meeting defined objectives and to ensure maximum profile for the University.
- Manage the development of University publications including the Annual Report and other externally-facing publications while ensuring they are disseminated to relevant audiences.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Cooperate with all health and safety (psychosocial & physical) policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

### **Skills and Experience**

- A relevant tertiary qualification and a depth of subsequent relevant experience or an equivalent level of knowledge gained through any combination of education, training and experience.
- Demonstrated experience assisting with developing, delivering and measuring external communications and branding programs within large and complex organisations.
- Demonstrated experience in distilling complex information into straight forward messages for communication to a diverse group of stakeholders, in support of strategic goals.
- Proven ability to liaise effectively with all levels of internal and external stakeholders, and exercise creativity and enthusiasm in the development of new initiatives.
- Excellent time management and organisational skills, with the ability to navigate through competing deadlines.
- Superior written and verbal communication skills and the proven ability to influence and negotiate with stakeholders to achieve successful outcomes.
- Advanced level of computer literacy with excellent skills in Microsoft Office applications and databases (e.g. CRM).
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety (psychosocial & physical) responsibilities and commitment to attending relevant health and safety training.

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role. This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.