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POSITION DESCRIPTION

Internal Communications Manager

Faculty/Division

Division of Soc Imp, Eq & Eng

Classification Level

Professional 9

Hours & Span (Category)

G - Administrative, Clerical, Computing, Professional & Research Staff

Position number

[Click or tap here to enter text.](#)

Shiftwork status

NOT SHIFTWORKER

Allowances

[Click or tap here to enter text.](#)

On call arrangements

[Click or tap here to enter text.](#)

Original document creation

28 June 2024

Position Summary

The Internal Communications Manager supports the Head of Communications and the Executive Director Strategic Communications to promote the activities of the University through internal channels and to effectively communicate messages, ensuring staff are informed and engaged.

The Internal Communications Manager reports to the Executive Director Strategic Communications. This role has up to four direct reports.

Accountabilities

Specific accountabilities for this role include:

- Participate fully within the Corporate Communications team to create a respected and valued service.
- Deliver a highly customer-focused service and demonstrate commitment to excellence and continuous improvement.
- Write and distribute internal messages, organise internal UNSW meetings and events and liaise with Faculty and Divisional staff to communicate and promote the activities, research and achievements of the University to UNSW staff.
- Build strong relationships with key internal stakeholders, including Human Resources, Estate Management and IT.

- Develop and deliver Inside UNSW, providing timely, targeted, creative, engaging and cost-effective communications to inform and motivate staff.
- Lead cross-functional internal projects drawing in skills from across the University as required.
- Manage stakeholder relationships which support the University's internal communication plans.
- Manage the organisation of University leadership events including Heads of School, Leadership Forum and University-wide Town Halls.
- Support the Vice-Chancellor's office with Faculty, Division and School visits, ensuring qualitative and quantitative feedback is captured, analysed and responded to.
- Incorporate Project Symphony messaging across internal University channels, ensuring UNSW's distinctiveness, professional, consistent and compelling communications.
- Provide expert level advice, including advising on the most appropriate channels to deliver effective and targeted messages to relevant audiences.
- Develop strategies to protect the reputation of UNSW in relation to potential or actual risks. This includes the ability to anticipate, identify and resolve issues promptly to prevent an undesirable impact while ensuring relevant staff are informed.
- Consult with External Communications, Social Media and News & Content colleagues to ensure issues reported in the media, via traditional or social channels, are communicated to staff as required.
- Work with relevant teams across the University to effectively communicate issues, including but not limited to Security, Estate Management, Risk and the Vice-Chancellor's Office.
- Establish a system/database to enable the scheduling of communications across the University, ensuring communications are prioritised.
- Achieve agreed outcomes and identify opportunities to improve the quality or efficacy of internal communications.
- Utilise quantitative and qualitative data to continually enhance UNSW's internal communications.
- Manage project budgets, raise purchase orders, pay invoices, manage relationships with freelancers and suppliers.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Ensure hazards and risks psychosocial and physical are identified and controlled for tasks, projects, and activities that pose a health and safety risk within your area of responsibility.

Skills and Experience

- Relevant degree and a depth of subsequent relevant experience or an equivalent level of knowledge gained through any combination of education, training and experience.
- Demonstrated experience in distilling complex information into straight forward messages for communication to a diverse group of stakeholders, in support of strategic goals.
- Excellent time management and organisational skills, with the ability to navigate through competing deadlines.
- Demonstrated ability to work in demanding and high-profile situations and issues management.

- Proven ability to liaise effectively with all levels of internal and external stakeholders, and exercise creativity and enthusiasm in the development of new initiatives.
- Proven record of developing successful, creative communications strategies and plans and leading the implementation to deliver enhanced engagement within the Higher Education sector or similar.
- Excellent written and verbal communication skills and the proven ability to influence and negotiate with stakeholders to achieve successful outcomes.
- In-depth understanding of the target audience, with a highly effective writing style and expertise in high-impact messaging to various audiences.
- Demonstrated experience in distilling complex information into straight forward messages for communication to a diverse group of stakeholders.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health & safety (psychosocial and physical) responsibilities and commitment to attending relevant health and safety training.

Pre-employment checks required for this position

- Verification of qualifications

About this document

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.