Communications Manager – Student Experience

Faculty/Division	Education and Student Experience
Classification Level	Professional 9
	G - Administrative, Clerical, Computing, Professional &
Hours & Span (Category)	Research Staff
Position number	NA
Shiftwork status	NOT SHIFTWORKER
Allowances	NA
On call arrangements	NA
Original document creation	30 June 2024

Position Summary

The Communications Manager – Student Experience will be responsible for communicating the strategy, plan, development and implementation communicationsfor the Student Experience (SX) Program and the various projects that fall within the SX Program. The role will also provide strategic communications advice to the Deputy Vice-Chancellor Education and Student Experience (DVCESE) and deliver SX related communication artefacts for the DVCESE, as requested.

The role reports to the Program Change Lead of the Student Experience Program. This role has no direct reports.

Accountabilities

Specific accountabilities for this role include:

- Working with the relevant Project Managers, Change Managers and stakeholders to strategise, plan, develop and deliver communications for the SX workstreams.

- Design and deliver an SX-wide program narrative, key messages and a communications schedule of communications and engagement activities.

- Develop strong relationships with key stakeholders, including the Corporate Communications team, for the review and endorsement of the SX communication strategy, plans and artefacts with senior UNSW leaders, Program/Project Working Groups and Steering Committees, and UNSW communications teams

- Provide executive-level strategic communications advice on SX Program stakeholder engagement to the DVCESE.

- Develop all communications using various traditional and digital communication mediums, tailoring to impacted stakeholders' preferences where required, working closely with UNSW's Corporate Communications team to ensure professional and consistent communications.

- Consult and work collaboratively with key stakeholders and utilise subject matter expertise to develop and deliver relevant communications, including oversight of communications strategies and artefacts developed by the Change Managers.

- Align with and actively demonstrate the UNSW Values in Action: Our Behaviours and the UNSW Code of Conduct.

- Cooperate with all health and safety 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 degree with subsequent extensive experience or an equivalent level of knowledge gained through a combination of education, training and/or experience in a relevant discipline.

- Strong interpersonal skills and demonstrated ability to work autonomously with multiple stakeholders and cross-functional teams across all levels of the University.

- Demonstrated experience in designing and applying fit-for-purpose change and communications approaches and deliverables.

- Excellent time management and organisational skills, with the ability to navigate through competing deadlines.

- Excellent written and verbal communication skills with a people-orientated approach, and the proven ability to effectively influence and negotiate with stakeholders to achieve successful outcomes.

- Demonstrated experience in distilling complex information into straight forward messages for communication to a diverse group of stakeholders, in support of strategic goals.

- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.

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.