



POSITION DESCRIPTION

## **Associate Director, Internal Communications**

February 2023  
10014742

UNIVERSITY of   
**TASMANIA**

## Position Summary

College / Division	Division of the Vice-Chancellor
School / Section	Strategic Communications
Location	Hobart/Launceston/Burnie
Classification	<u>Senior Manager</u>
Reports to	Executive Director, Strategic Communications
Direct reports	Nil
Delegation level	<u>Profile C</u>

## The Opportunity

The Director, Internal Communications is an important leadership role within the Strategic Communications Team responsible for growing the internal communications capacity and maturity within the University to improve staff engagement. This role is instrumental in the University achieving its key cultural objectives and empowering its people to act on the principles embodied in the University Strategic Plan.

Working in Lean and collaborative ways, the role will provide high quality, independent, flexible oversight and delivery of communication and engagement strategies that facilitate, create, and reinforce a people-centric, values-driven culture, where safety and wellbeing are front of mind.

## About the University of Tasmania

In 1890, our university was founded with an important purpose: providing our island with the academic excellence to thrive. Today, we continue to make our home a better place. And working together, we do extraordinary things that have global outcomes.

From early on, our role has been to help people flourish and thrive. Isolation and a small population require us to work harder. The stories of our island are told by those needing to solve unique problems in unique ways. Here, success takes a quiet determination and adaptability. In turn, this makes us broader, more rounded, multi-skilled thinkers and creative problem solvers, and it sees our institution generative powerful ideas for and from Tasmania.

Because of our unique setting and challenges we go beyond creating places of learning. We strive to stimulate economic growth, lift literacy, improve health outcomes for Tasmania and nurture our environment as it nurtures us.

We welcome enquiring minds, from near and far, to join us in our pursuit of the extraordinary.

## **Accountabilities and outcomes**

### **Purpose**

The primary purpose of this role is to develop and drive a whole-of-institution internal communications framework which supports the engagement and development of staff. Our internal engagement activities will help our people see how what they do in the organisation contributes to the delivery of the University's strategy and mission.

### **Key Result Areas**

- Provide expert analysis, advice and recommendations regarding the development and utilisation of communication and engagement plans, activities, forums, and other opportunities.
- Build and co-ordinate key strategic relationships with senior leaders and stakeholders to ensure communication and engagement activities reinforce a people-centric, values-driven culture.
- Develop and implement an Internal Communications approach with supporting tools and templates in ways which grow staff understanding and supports them in delivery of the University's strategy.
- Support the development of a high performing Strategic Communications team, positioning the team to deliver both the University's strategic objectives, and the team's business as usual activities through coaching and building internal capability and managing talent in line with the University's People Strategy.
- Provide advice and support to senior University leaders in navigating complex, challenging issues and change processes.
- Support the University's People and Wellbeing team by providing strategic communications advice on how to support and engage our people to build the culture we seek.
- Align internal and external communications and stakeholder management and messaging, in collaboration with colleagues in the Strategic Communications team.

### **Behavioural Expectations**

We aim to everyone to have a positive experience at our university, and all staff contribute toward creating a university culture that is safe and supportive, enabling our community to flourish by:

- Treating all others – staff, students and community with fairness, equity and respect.
- Ensuring the workplace is an inspiring and safe place to be.
- Ensuring the workplace is free from harassment, bullying, victimisation and discrimination.

## **Success profile**

### **Personal Attributes**

- Innovative: Able to produce new ideas and adopt radical solutions. Readily applies theories and concepts to form strategies and navigate future trends.
- Leadership: Assumes responsibility to make decisions and effectively leads, motivates and inspires people to take action.
- Communicative: Enjoys articulating information and giving presentations. Shapes opinion through influencing skills while challenging established views and assumptions.
- Driven: Takes action and uses initiative to seize opportunities and pursue outstanding results, even when presented with difficulties or setbacks.

- Rapport Building: Enjoys interacting with other people and effectively establishes rapport by putting others at ease. Effectively promotes achievement and recognition.

### **Core Capabilities**

- Strategy into Action: Able to set, operationalise and activate strategy into specific actions, timelines and responsibilities to enable the University to deliver on key strategic goals.
- Self Awareness and Interpersonal Skills: Recognises and regulates emotions and behaviour in the work context and effectively builds relationships with others to create a collaborative and empowering environment that enables people to achieve and thrive.
- Leading Change: Involves colleagues in designing, co-creating and exploring the changes that will affect them. Ensures lasting adoption of changes by combining established change management practices with people-centred design and behavioural science.
- Fostering Belonging: Fosters a sense of belonging and wellbeing, enables others to feel good and function to their fullest ability and role models respectful, inclusive and professional behaviours.

### **Role Specific Skills, Knowledge and Experience**

- Relevant qualifications and significant work experience within a large and complex organisation and/or education/training in communications, media relations, marketing or public relations.
- Demonstrated experience and expertise in developing and implementing communications and change management strategies and plans.
- Excellent and motivated self-starter able to operate skilfully in a complex and ever-changing environment.
- Demonstrated experience of a collaborative and partnership approach within complex contexts.
- Ability to think and plan strategically and develop and implement strategic media communication plans.
- Highly developed, effective and nimble issues management skills and demonstrated ability to identify, manage and respond to potential challenges, crises and emerging issues.
- Excellent oral and written communication skills and demonstrated ability to communicate with distinct and diverse cohorts.

### **Other Requirements**

To be eligible for this position, you are required to hold Australian or New Zealand Citizenship, permanent residence or a valid visa that enables you to fulfil the requirements of this role.

#### **COVID-19**

The University of Tasmania recognises that this is critical for the workforce at the University to protect the safety of our workforce and vulnerable Tasmanians. Applicants for this role must be prepared to provide evidence of Covid-19 vaccination as a condition of employment.



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The intention of this Position Description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties may be altered in accordance with the changing requirements of the position