College Communications Manager

**Position Summary**

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

The College Communication Managers are part of a team communicating the role, purpose and priorities of the University to support our strategic agenda, transformation programs and other longer-term projects.

Managers are based in each Academic College and are responsible for ensuring that college communications deliver on the College’s strategy and University’s strategic direction. The post-holder will have highly developed, effective and contemporary communication skills to respond to opportunities to promote the high quality learning, teaching, research and engagement happening in the College.

The incumbent must be willing to work autonomously as well as part of the wider team and have the ability to problem solve, work well under pressure, and make decisions in line with the University’s policies and procedures. The incumbent must be able to spend periods of time travelling intrastate, and to spend time at all University campuses and locations.

**What You’ll Do**

- In collaboration with the College leadership team, lead the development and implementation of a communications strategy in the College of Science and Engineering to support the goals of the College and deliver on the University’s strategic direction.
- Monitor and report on media performance to identify successful strategies and activities, take corrective action where necessary and make recommendations for future improvements and initiatives.
- Work in collaboration with colleagues to ensure alignment between university communications, marketing and engagement activities, incorporating relevant strategic messaging in all communications.
- Identify opportunities in which the University could provide expert comment or analysis. Source and coordinate relevant expert comment accordingly. Support capability-building among college academic staff for media appearances.

We are an inclusive workplace committed to ‘working from the strength that diversity brings’ reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.
• Work in collaboration with colleagues to provide content for publications and to ensure it is available to
deadline and meets the University’s high standards.

• Where appropriate co-ordinate with external stakeholders and institutions to enhance communication
activities between the University and those parties.

• Work with the Director, Media to identify and manage communication around issues that have the
potential to impact on the University's reputation

• Develop, implement, and evaluate strategies and practices designed to enhance and improve
approaches to internal communications with a view to increase staff engagement.

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What We’re Looking For (success criteria)

• A tertiary qualification in marketing, communications or other relevant field or an equivalent combination
of relevant experience and education.

• Demonstrated experience in the development and implementation of media and communications
strategy.

• Proven issues and crisis management skills delivered under deadline and amidst competing priorities.

• Proven ability to effectively analyse media to identify potential issues and recommend and enact
appropriate responses.

• Demonstrated ability to work as part of a team and interact positively with a wide variety of stakeholders
through actively engaging and building relationships.

• Proven ability to act with discretion on matters of a sensitive or confidential nature.

Other position requirements (delete those not applicable)

• Intrastate travel may be required

University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and
a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural
future of Tasmania. Our Strategic Direction strongly reflects the University community’s voice that our
University must be place based but globally connected as well as regionally networked and designed to
deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the
contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on
the people we employ, as well as creating a university that is values-based, relational, diverse, and
development-focused.