



Associate Director, Communications and Creative Services **Information pack**



Contents

About Australian Catholic University	03
Mission, vision and values	04
University governance	05
University structure	05
ACU organisational chart	06
Marketing and External Relations Chart	07
About Marketing and External Relations	08
About the position	09
Selection criteria	10
Capability Development Framework	10
Salary and benefits	11
Our campuses	12



About Australian Catholic University

At Australian Catholic University (ACU) we pride ourselves on offering a welcoming environment for everyone – irrespective of their socio-cultural backgrounds, religious beliefs or aspirations. At the same time, we are a university committed to standing for something clear. We are the university for people who look beneath the surface, and are stronger than external expectations and superficial measures of success. We stand up for people in need and causes that matter.

We're a publicly-funded university which has grown rapidly over the past few years. The world is our campus, and we put our students and staff at the centre of a vibrant global network of scholars, partnerships and opportunities. ACU has seven campuses around Australia – in Brisbane, North Sydney, Strathfield, Canberra, Ballarat, Melbourne and Adelaide – and we've recently opened a campus in Rome, Italy.

We have four faculties at ACU: Education and Arts, Law and Business, Health Sciences, and Theology and Philosophy.

We're closely integrated into our communities and industries, working with them to answer the big questions, and to create tangible results. From hospitals, to schools and any number of far-flung places, our students and staff have always rolled up their sleeves to be fully engaged in the real world.

Currently we have more than 34,000 students and 2,500 staff.

ACU is a place where people go places. We pursue performance excellence and offer an environment where we value and reward our staff. In return we expect the same commitment and dedication to quality from you.

At ACU, it's education, but with a bigger purpose.

Further Information
acu.edu.au



ACU has been recognised for its leading work place practices and has been awarded the **Employer of Choice for Gender Equality** citation.



Mission, vision and values

OUR MISSION

Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.

OUR VISION

ACU is one of the leading Catholic universities in the world and is one of the principal intellectual assets of the Church in Australia. We exercise nationwide leadership in the key focus areas of Health, Education, Theology and Philosophy, and Social Justice. Guided by the principles of Catholic social teaching, our students, staff and graduates will be influential in bringing about changes in the communities we live in.

CORE VALUES

ACU is founded on a long history of commitment to truth, academic excellence and service, all within the Catholic intellectual tradition. These values are the principles behind all our actions and guide us in living out our Mission and realising our Vision:

Truth

We are committed to the lifelong pursuit of knowledge, freely seeking truth through research, critical inquiry and active discovery.

We share this pursuit through teaching, scholarship and engagement, contributing to the growth and betterment of society.

Academic Excellence

ACU, through its pursuit of excellence

in teaching and research, strives to produce the highest quality intellectual, educational and learning experiences through innovation and creativity.

Service

ACU is a University of Service. We seek to serve the wider community through research, education and engagement, especially by providing opportunities for those in need and by educating its students to be socially and morally responsible persons.

ACU pursues all its core values within the Catholic intellectual tradition. We are committed to serving the common good and upholding the sacredness in life. We respect and welcome all faith traditions and uphold the dignity of all human persons.

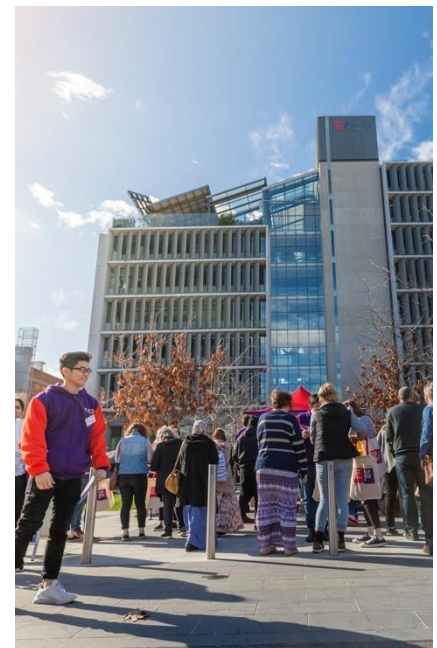
University governance

The governing body is the Senate which consists of:

- Five persons (Chancellor, Pro-Chancellor, Vice-Chancellor and President, the Chair of Academic Board and one cleric) who are members ex-officio
- Eight persons elected by the Members of the Corporation following nominations by State Chapters (four Senators) and a panel (four Senators) having regard (among other things) to the need for broad community involvement
- Three persons elected by and from the academic staff of the University
- One person elected by and from the professional staff of the University
- One student of the University.

The Academic Board is constituted by the Senate to administer and implement academic policies.

The University has also established four Chapters, based in the communities it serves. These provide advice to the Senate on local needs and demands, and serve as important links to community interests.



University structure

The Vice-Chancellor and President is the chief executive officer of the University. The Provost, Deputy Vice-Chancellors, the Chief Operating Officer, the Vice-President, and the Pro Vice-Chancellor Assisting the Vice-Chancellor and President have delegated responsibility for assigned areas of policy.

Associate Vice-Chancellors in Sydney, Melbourne and Brisbane are the Vice-Chancellor and President's representative in their local region, as are the Campus Deans at Ballarat and Canberra.

The Vice-Chancellor and President is also assisted by the Faculty Executive Deans, the Pro Vice-Chancellors, International, Research, and Engagement and other Directors with national portfolios.

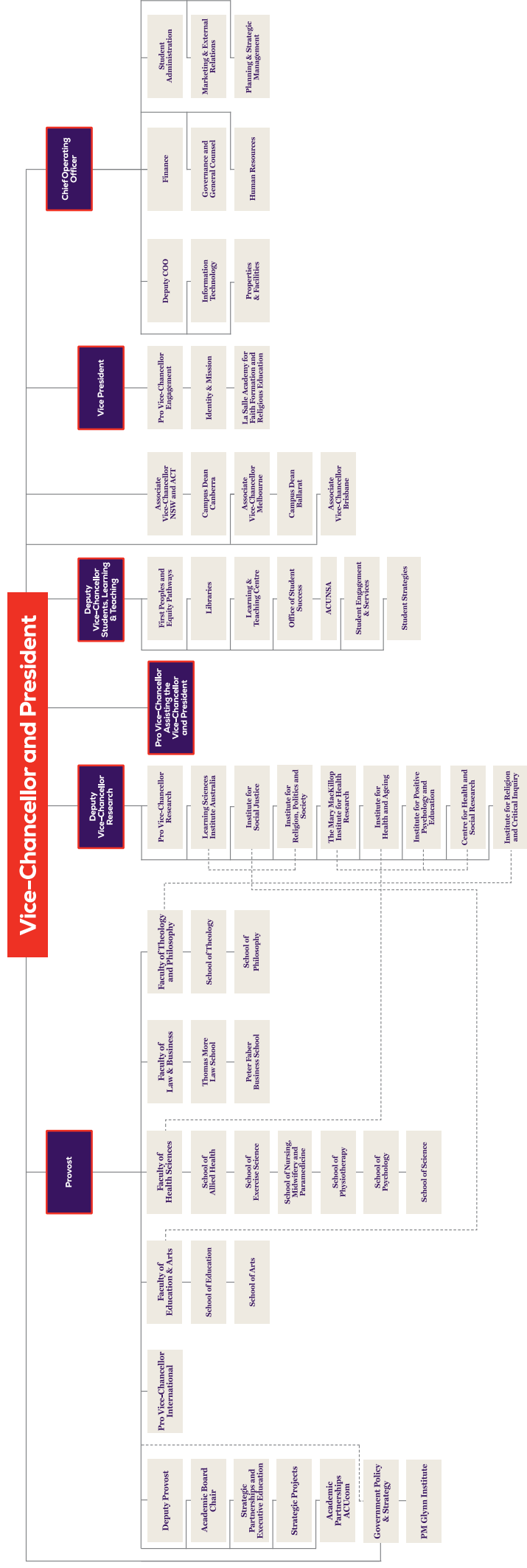
Each Faculty is headed by an Executive Dean, who is supported by Associate Deans whose portfolios encompass Learning and Teaching, and Research.

Each campus has a Student Association and there is a national student body, ACUNSA (Australian Catholic University National Students' Association) and a national postgraduate body, ACUPGA (Australian Catholic University Postgraduate Association).

ACU

Organisational chart

August 2017

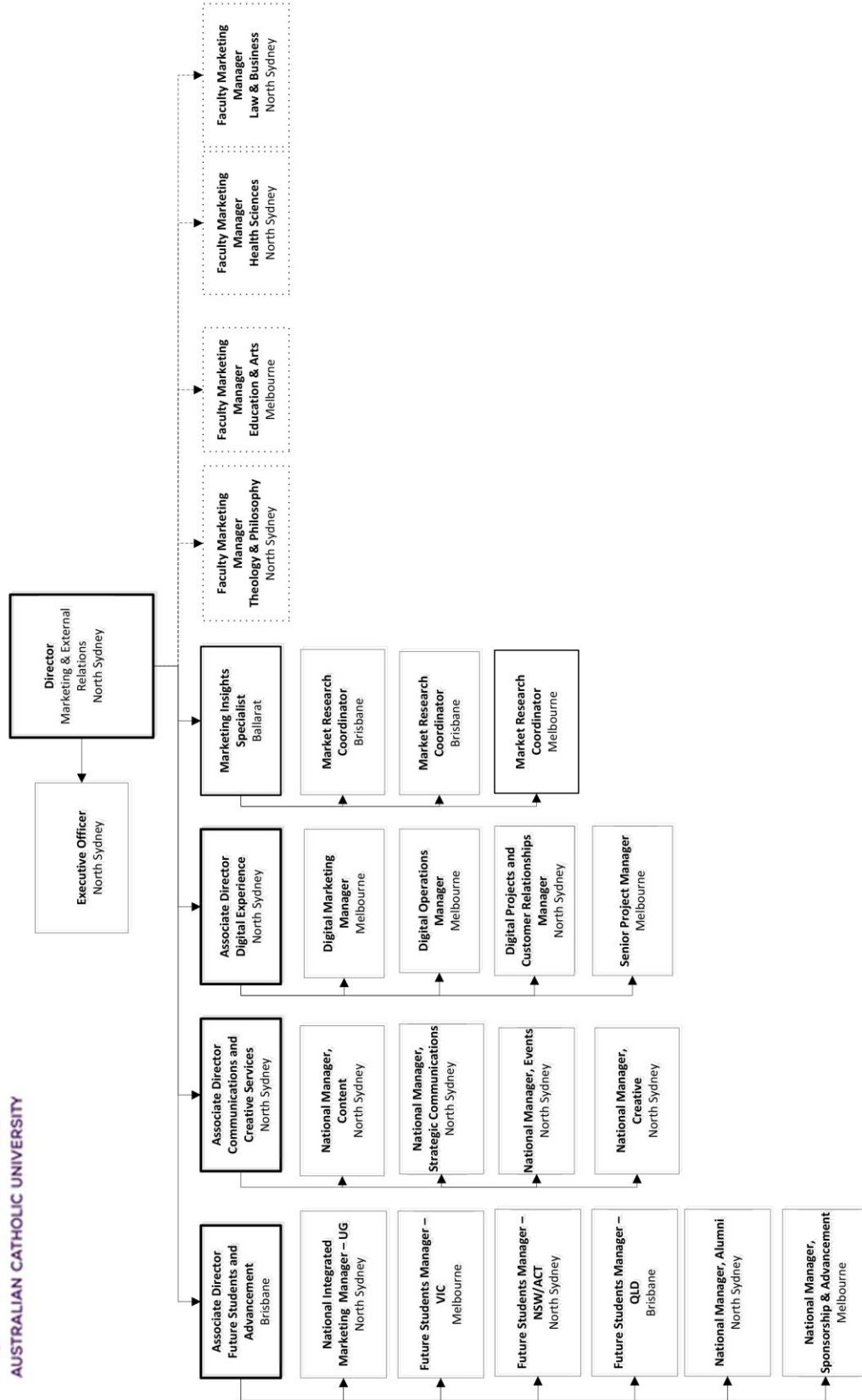


Marketing and External Relations

Organisational chart



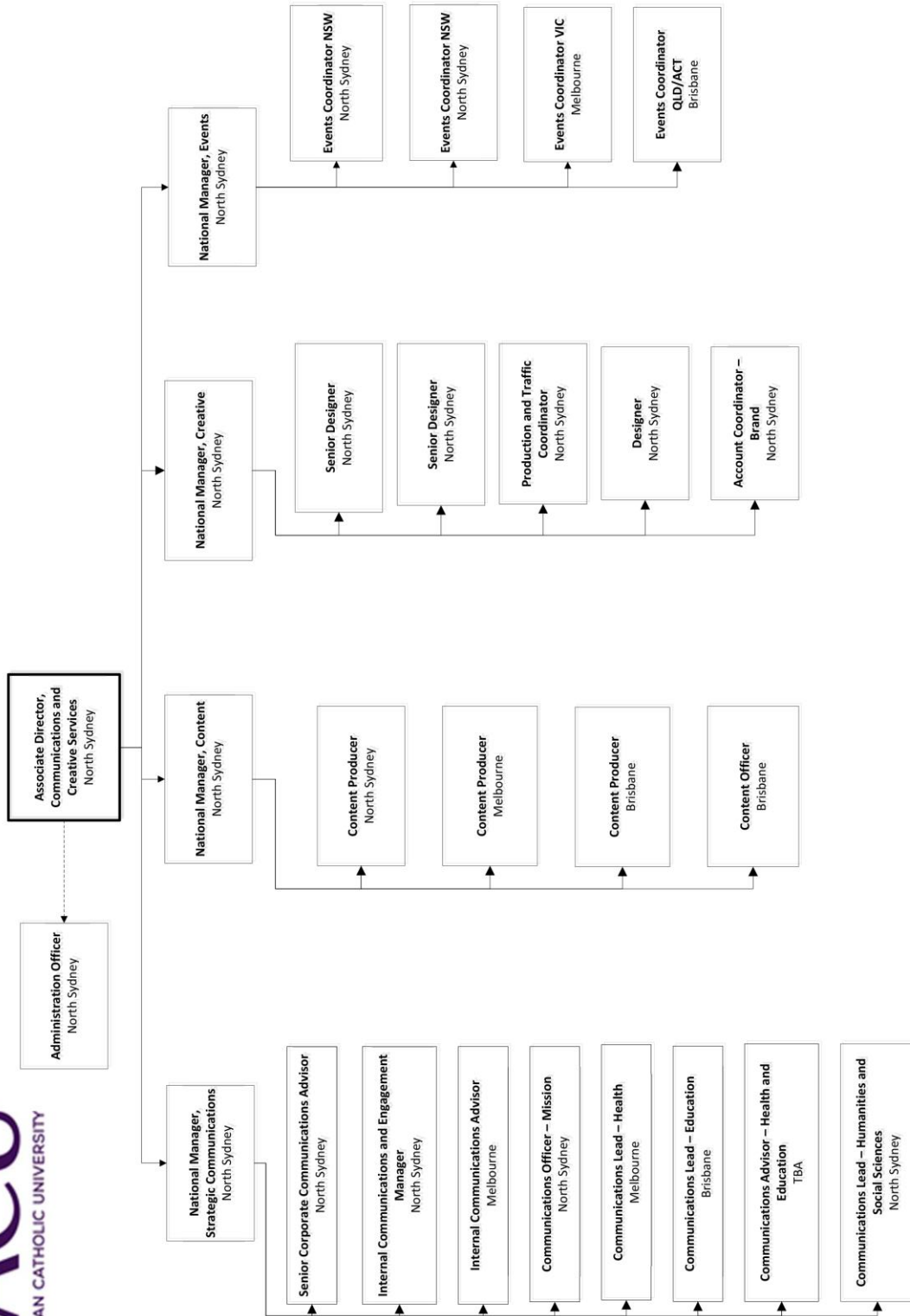
Marketing and External Relations



Communications & Creative Services

Organisational chart

Marketing and External Relations





About Marketing and External Relations

The Marketing and External Relations Directorate, under the direction of the Director of MER, encompasses Communications and Creative Services; Digital Experience; Future Students and Advancement; and Market Insights.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

The Directorate's core aim is to improve the position and reputation of the University while also connecting and communicating with the wider community.

The Directorate provides integrated services with a focus on relationship and brand development across the following areas: marketing, media/PR, campaigns and advertising, design, communications, alumni, student recruitment, advancement, digital experience, external relations and events.

About the position

The Associate Director, Communications and Creative Services is responsible for the provision of marketing services including brand, creative and design, communications and content, media/PR, and events to the University.

The position develops and drives creative and communication initiatives, underpinned by a strong service culture, to ensure the ACU brand is projected to local, regional, national and international audiences. The position drives and manages the ACU brand in such a way that ACU stands apart from its competitors and continues to be innovative in its approach to student, staff and community engagement.

The Associate Director plans and implements solutions that fulfil the strategic and operational plans of the Directorate, in line with the Mission, Vision and goals of the University.

The position has responsibility for communicating, marketing and enhancing the reputation and profile of the University within the ACU community and the wider marketplace. Stakeholders include: prospective students (school-leavers, non-school leavers, and postgraduate students), the University's senior executive and the broader staff body, the media and external stakeholders, including research and Catholic stakeholders.

POSITION RESPONSIBILITIES

Develop a coherent and integrated University identity and brand through targeted and well-executed marketing and communication activities

- Work with the Director, Marketing and External Relations – as well as the Associate Director, Digital Experience; and Associate Director, Future Students and Advancement – to lead the overall strategic marketing direction for the University

Management and development of staff

- Lead, direct, encourage and support staff within the Communications and Creative Services Unit and embed a strong service culture across all of the teams.
- Develop the individual and team capabilities of staff by providing appropriate coaching and professional development activities.
- Lead collaborative and collegiate interactions within the MER Directorate, Corporate Services and broader University.

Oversee the delivery of a strategic approach to Communications and Creative Services

- Oversee the management of high profile local and national events, and develop and implement protocols to ensure that all University events align with University standards and the University Mission and Vision.
- Investigate opportunities to enhance communication and creative practices across ACU.

Leverage all media opportunities with the aim of generating positive coverage for the University.

- Develop and implement highly effective marketing and communications plans to increase the University's profile, and amplify positive perceptions of the University with corporate, not-for-profit and community sectors and other key external stakeholders.
- Manage high level crisis communication and media relations in collaboration with other University stakeholders.

Key Challenges and Problem Solving

- Maintaining a strategic, cohesive and targeted approach to communications and creative services across the University.
- Continuing to strengthen and embed the brand across the University during uncertain economic times.
- Managing the development and delivery of University-wide plans at a national level while remaining responsive to localised needs.

Decision Making/ Authority to Act

- Significant autonomy is expected in relation to strategic project implementation within scope.
- Management of budget for the Communications and Creative Services Unit.
- Management of recruitment and staffing issues at a local level, including conflict resolution, as required, and professional development activities.

TYPE OF APPOINTMENT

This position will be offered on a full time, fixed term basis for a period of up to five (5) years, renewable based on performance and a formal review.

LOCATION

The position is located at the North Sydney or Melbourne campus.

Selection criteria

ESSENTIAL

- Tertiary qualifications in business (marketing desirable), communications or related discipline. Postgraduate qualifications would be well regarded.
- Broad knowledge of the issues affecting the higher education sector in Australia and an understanding of the implications of these for the University and the Marketing and External Relations Directorate.
- Substantial senior management experience at a strategic level in developing, managing and delivering innovative marketing and communication solutions.
- A strong background in content and creative services management in a large/complex organisation.
- Proven superior relationship building skills.
- Demonstrate confidence and courage to achieve ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
- Ability to take personal accountability for achieving high quality outcomes, keeping stakeholder interests at the core of business decisions in order to achieve organisational objectives and service excellence. See the [Service Principles](#).
- Gain the support of others for actions that benefit ACU. Influence others, including high-level stakeholders to negotiate mutually beneficial outcomes for the University.
- Work collaboratively with stakeholders internal and external to ACU to capitalise on all available expertise to achieve organisational objectives.
- Demonstrated ability to adopt an organisational wide point of view and make informed, evidence-based decisions to seize opportunities that generate new revenue commercial opportunities for ACU.
- Applicants should demonstrate commitment to cultural diversity and ethical practice principles, and demonstrate knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.

Capability development framework

The Capability Development Framework (CDF) describes the essential competencies that are needed in all ACU staff to achieve our strategy and support our Mission. The CDF is one of several frameworks and standards that express the University's expectations of the conduct, capability, participation and contribution of staff (such as the Code of Conduct, the Learning for Life Framework and the Academic Performance Matrices).

The CDF applies to everyone. It enables a whole-of-organisation approach to developing and strengthening capability, and it is part of the ongoing investment by the University in the professional development of our staff.

The CDF enables a clear view of the competencies that support achievement of excellence. It supports conversations between staff and supervisors in identifying professional development

opportunities, both to strengthen capability in the current role and understand expectations at the next level.

Further information is available on the [ACU Website](#).

Salary and benefits

The University has a broad range of employment conditions and benefits available to staff members. These include:

- Standard fortnightly salary payments
- Flexible Working Conditions which aim to support ACU's commitment to Work-Life Balance
- Generous employer superannuation contributions of up to 17%, with flexible employee contribution options
- Salary packaging* including rebatable employer status
- A comprehensive range of professional development programs and opportunities
- Study support entitlements, encompassing leave and financial assistance

GENEROUS LEAVE CONDITIONS:

- 33 Recreational leave days per annum including Annual leave (20 working days), public holidays (10 working days) and University closure at Christmas (3 working days)
- 17½% Annual leave loading
- 20 working days personal leave per annum, which incorporates a number of leave types, including sick leave, carers leave, to move house, to attend graduation, to recognise culturally significant events

- Long Service Leave - eligibility after 7 years of service
- Recognition of previous service from other Australian higher education institutions for long service leave purposes*
- Parental leave provisions* including maternity, paternity, adoption, foster and child rearing.
- *conditions apply

REBATABLE EMPLOYER STATUS:

As a rebatable employer Australian Catholic University is eligible for a rebate of 48 per cent of the amount of Fringe Benefit Tax (FBT) that would otherwise be payable.

The grossed-up taxable value of benefits that can be provided to an ACU employee per FBT year, without losing the rebate concession, is capped at \$30,000.

Most ACU employees will benefit from salary packaging such items as motor vehicles, superannuation and laptop computers, however only income earners falling in the higher tax brackets are likely to benefit from salary packaging "Full FBT Items" such as mortgage payments, rent and credit card payments. This is dependent on personal circumstance and independent financial advice.

ACU employees, dependent on individual circumstance, have access to the following benefit items for salary packaging purposes:

CATEGORY A (FBT EXEMPT) BENEFIT ITEMS

- Personal Portable Computers – Notebook/Laptop
- Car Parking
- Superannuation (must be a complying fund)
- Financial Counselling Fees
- Salary Packaging Administration Fees

CATEGORY B (CONCESSIONALLY TAXED) BENEFIT ITEMS

- Motor Vehicle (for private use) via Novated Leases

CATEGORY C (FULL FBT) BENEFIT ITEMS

- Own Home Mortgage Payments
- Private Home Rental Payments
- Amounts payable on or amounts already paid off credit cards (not debit cards)

Our campuses



BRISBANE CAMPUS (MCAULEY AT BANYO)

Situated in the northern suburb of Banyo, the campus is 12 kilometres from the Brisbane city centre. The campus is set on 40-hectares of beautiful natural surroundings and combines state-of-the-art facilities with a history extending back to 1863.



NORTH SYDNEY CAMPUS (MACKILLOP)

Just a few minute train ride over the famous Sydney Harbour Bridge from the CBD, the campus is conveniently located in the North Sydney business precinct.



STRATHFIELD CAMPUS (MOUNT SAINT MARY)

Our Strathfield Campus is situated in one of Sydney's older, established suburbs, 15 kilometres west of the city centre. It features many picturesque buildings, including an Italianate Romanesque-style chapel, and beautifully landscaped grounds.



MELBOURNE CAMPUS (ST PATRICK'S)

The campus is conveniently located on the fringe of Melbourne's CBD. It is within a short walk to popular retail strips of Brunswick and Smith Streets, where you'll find many cafes, shops, and art galleries. Some of Melbourne's finest parks, gardens, and recreational facilities are also within easy walking distance of the campus.



BALLARAT CAMPUS (AQUINAS)

Ballarat is 125 kilometres west of Melbourne. The campus is located near Ballarat's commercial centre within easy reach of facilities. The beautiful old buildings of the campus reflect the history of the town.



CANBERRA CAMPUS (SIGNADOU)

Situated about five kilometres from the Canberra city centre, the campus is small and friendly with around 40 staff and 600 students.



ADELAIDE CAMPUS (ST FRANCIS OF ASSISI)

The campus is located in the suburb of Thebarton where it is very conveniently co-located with the Offices of the Catholic Education South Australia (CESA).



ROME CAMPUS

Located a short distance from the Vatican, the campus offers living quarters for undergraduates, a wing for postgraduate students, apartments for visiting faculty, a chapel, garden, and other amenities.

ADELAIDE
BALLARAT
BRISBANE
CANBERRA
MELBOURNE
NORTH SYDNEY
STRATHFIELD
ROME