

## POSITION DESCRIPTION

<b>Position Title</b>	Communications Advisor (Education and Health)		
<b>Organisational Unit</b>	Marketing and External Relations		
<b>Functional Unit</b>	Communications		
<b>Nominated Supervisor</b>	National Manager, Strategic Communications		
<b>Higher Education Worker (HEW) Level</b>	HEW 6	<b>Campus/Location</b>	Brisbane (McAuley at Banyo)
<b>CDF Achievement Level</b>	1 All Staff	<b>Work Area Position Code</b>	14097
<b>Employment Type</b>	Full-time, Continuing	<b>Date reviewed</b>	March 2017

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

**Mission Statement:** *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.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University, and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly-funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have got seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

In order to be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

We hope that you might champion these values, and work with us to create a place of learning that is not only the envy of the world, but the making of it.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching
- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

## **ABOUT THE CORPORATE SERVICES PORTFOLIO**

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The Corporate Services Portfolio enables and fosters an engaging student and workplace experience through services aligned to the Identity and Mission, and the Strategic Plan of the University. The Portfolio is comprised of the directorates of Finance, General Counsel, Governance, Human Resources, Information Technology, Marketing & External Relations, Planning & Strategic Management, Properties & Facilities, Student Administration and the Office of the Chief Operating Officer.

## **ABOUT THE MARKETING AND EXTERNAL RELATIONS**

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The Marketing and External Relations Portfolio, under the direction of the Director of MER, encompasses Marketing and Communications, Student Recruitment and External Relations, and Strategy and Planning.

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.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

## **POSITION PURPOSE**

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This position is focused on supporting the implementation of publicity programs to raise the profile of ACU's Education and Health portfolios.

The University's Education portfolio covers ACU's Learning Sciences Institute Australia; Institute for Positive Psychology and Education; National School for Education.

The University's Health portfolio covers research and study opportunities conducted by ACU's Mary MacKillop Institute for Health Research; Faculty of Health Sciences which includes the School of Allied Health; School of Exercise Science; School of Nursing, Midwifery and Paramedicine; School of Physiotherapy; and School of Science.

This position provides marketing, communications and administrative support to the Communications Leads for the Education and Health ACU portfolios to secure positive media coverage, develop content for ACU's owned digital channels and support other profile raising activities outlined in publicity programs for ACU's Education and Health portfolios.

## POSITION RESPONSIBILITIES

### Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

### Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Contribute to the development and implementation of publicity programs for ACU's Education and Health portfolios. This involves coordinating and implementing media initiatives including announcements, releases and communication/website stories.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>				✓
Identify potential opportunities for promoting the University in the media and other communication channels for discussion and consideration with the relevant Communications Lead for the Education and/or Health portfolio.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>				✓
Collate, prepare, draft and write material ensuring material maintains consistency in messaging with broader marketing and integrated communications plans.	<ul style="list-style-type: none"> <li>• Apply Commercial Acumen</li> <li>• Communicate with Impact</li> </ul>			✓	

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Build and maintain strong relationships with the media through regular engagement and delivery of newsworthy stories.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>				✓
Monitor and report on the outcomes of media plans and the success of media coverage, recommending improvements where necessary.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>			✓	
Leverage all current communication channels internal and external to ACU to raise the profile of Education and Health research and identify opportunities to expand the distribution base where appropriate.	<ul style="list-style-type: none"> <li>• Communicate with Impact</li> <li>• Make Informed Decisions</li> </ul>				✓
Build and maintain strong relationships with stakeholders, including teaching and research staff, in ACU's Education and Health portfolios to source stories and maintain an awareness of activities and programs within the portfolio.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>			✓	

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Conduct daily media monitoring and reporting for the University.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>	✓			
Compile a quarterly performance report, outlining the changes in media coverage and specific highlights.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>	✓			
Any other duties appropriate to this classification as required.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>	✓			

## HOW THE ROLE OPERATES

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### Key Challenges and Problem Solving

- Developing strong working relationships with teaching and research staff in ACU's Education and Health portfolios.
- Delivering against agreed publicity activities as outlined in publicity programs for ACU's Education and Health portfolios.
- Consistently delivering quality and newsworthy stories to media to build the public profile of the University.

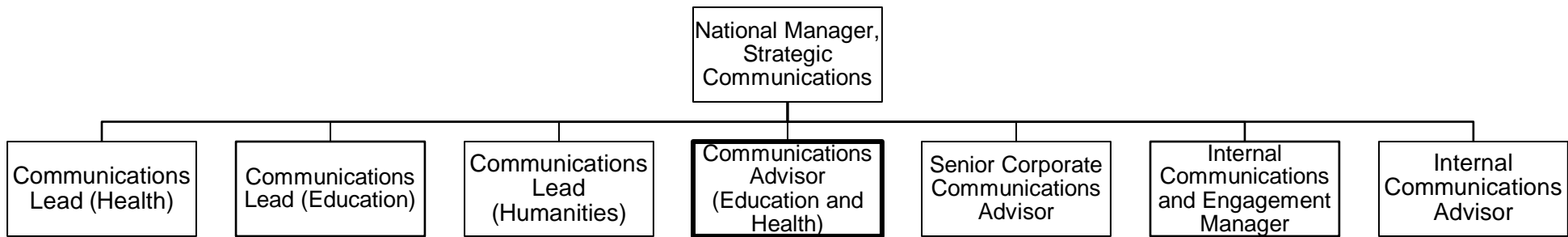
### Decision Making / Authority to Act

- The position holder has substantial autonomy in the day-to-day management of their role, and has the ability to contribute to the development of publicity programs related to ACU's Education and Health portfolios.
- The position holder carries out several tasks, where the nominated supervisor or policies and procedures provide guidance and instruction. The position holder makes recommendations to the nominated supervisor to improve processes and procedures related to the position's work.

### Communication / Working Relationships

- The position holder communicates and works collaboratively internally with staff in the implementation of publicity programs and sourcing of information.
- The position holder manages phone enquiries from other organisations, journalists and media companies in regards to media matters.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

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### Qualifications, skills, knowledge and experience

1.	Completion of a relevant undergraduate degree in the area of marketing, public communications, journalism with experience in public relations; or an equivalent combination of relevant experience and/or education/training.
2.	Demonstrated ability to develop stories for free media coverage across a range of communicational channels.
3.	Demonstrated ability to apply public relations or marketing theory into practice to create positive organisational outcomes.

### Core Competencies (as per the [Capability Development Framework](#))

4.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
5.	Demonstrated ability to deliver a stakeholder centric service and take personal accountability to achieve high quality outcomes to provide service excellence. See the <a href="#">ACU Service Principles</a> .
6.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organisation to capitalise on all available expertise to achieve organisational objectives.
7.	Demonstrated ability to communicate with impact and purpose to gain the support of a wide range of stakeholders, both internal and external to create positive impact and successful outcomes.
8.	Demonstrated ability to plan work activity, work under pressure and prioritise time and resources using established processes and technology to achieve optimum efficiency and effectiveness.

### Other attributes

9.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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