

## POSITION DESCRIPTION

Position Title	Communications Lead (Health)		
Organisational Unit	Marketing and External Relations		
Functional Unit	Communications		
Nominated Supervisor	National Manager, Strategic Communications		
Higher Education Worker (HEW) Level	HEW 7	Campus/Location	Melbourne (St Patrick's)
CDF Achievement Level	2 Management (Line)	Work Area Position Code	14095
Employment Type	Full-time, Continuing	Date reviewed	March 2017

**In accordance with its Aboriginal and Torres Strait Islander Peoples Employment Strategy, the University has designated this position as an Identified Aboriginal or Torres Strait Islander Position. Only Aboriginal and Torres Strait Islander people are eligible to apply.**

## 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.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

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

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission 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.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to

achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at [www.acu.edu.au](http://www.acu.edu.au).

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

## **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 directorate's primary objectives are to:

- enhance and steward ACU's brand and reputation
- position and promote ACU as an attractive and first-choice study destination
- provide a valued and valuable service to the University community

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

## **POSITION PURPOSE**

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This position is focused on raising the public profile of ACU's Health portfolio.

The University's Health portfolio covers research and study opportunities conducted by ACU's Institute for Health and Ageing; the 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.

As the lead Communications Strategist for the Health portfolio, this position is responsible for making ACU better known in the public for its expertise in Health by developing and implementing media and publicity programs. As such the role may have interactions with the First Peoples and Equity Pathways Directorate, the University's Indigenous Higher Education Units and Aboriginal and Torres Strait Islander students.

## **POSITION RESPONSIBILITIES**

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### **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
Develop and implement separate integrated publicity programs for each research institutes and schools within the Health portfolio.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Communicate with Impact</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>			✓	
Maintain a regular Work-In-Progress document with each research institute and school in ACU's Health portfolio to ensure agreed activities are kept on track.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Communicate with Impact</li> <li>• Be Responsible and Accountable for Achieving Excellence</li> </ul>			✓	
Develop and maintain strong relationships with health experts in the research institutes and schools in ACU's Health portfolio to maintain an awareness of key activities within each area to inform publicity opportunities.	<ul style="list-style-type: none"> <li>• Deliver Stakeholder Centric Service</li> <li>• Collaborate Effectively</li> </ul>			✓	
Develop and maintain strong mutually beneficial relationships with relevant journalists and media outlets to create publicity opportunities for clients.	<ul style="list-style-type: none"> <li>• Apply Commercial Acumen</li> <li>• Communicate with Impact</li> </ul>			✓	
Develop and maintain strong mutually beneficial relationships with organisations in the Health sector to identify, secure, and leverage opportunities for raising the public profile of experts in ACU's Health portfolio.	<ul style="list-style-type: none"> <li>• Communicate with Impact</li> </ul>			✓	
Draft content for press releases, social media promotion and prepare faculty and research institute staff for media interviews.	<ul style="list-style-type: none"> <li>• Communicate with Impact</li> </ul>			✓	

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Ensure profile raising activities for ACU's Health portfolio follow an integrated communications approach, with complementary content and activity across owned, earned and paid media.	<ul style="list-style-type: none"> <li>Collaborate Effectively</li> </ul>			✓	
Contribute to media and communications training and development programs for health experts (research and academic research leaders) in ACU's Health portfolio.	<ul style="list-style-type: none"> <li>Deliver Stakeholder Centric Service</li> </ul>	✓			
Provide direction and mentoring to one direct report, Communications Advisor (Education and Health) in the delivery of publicity programs for the Health portfolio.	<ul style="list-style-type: none"> <li>Deliver Stakeholder Centric Service</li> <li>Coach and Develop</li> </ul>	✓			

## HOW THE ROLE OPERATES

### Key Challenges and Problem Solving

- Build strong working relationships with each research institute and school in ACU's Health portfolio.
- Effectively deliver integrated publicity programs for each research institute and school in ACU's Health portfolio, ensuring that messaging is consistent and coordinated across all communication channels.
- Raise the profile of the ACU's Health portfolio in the marketplace, competing for coverage against competitor universities with stronger public profiles.
- Identifying and executing opportunities to include ACU health-related achievements and expertise in relevant news cycles and communication channels.

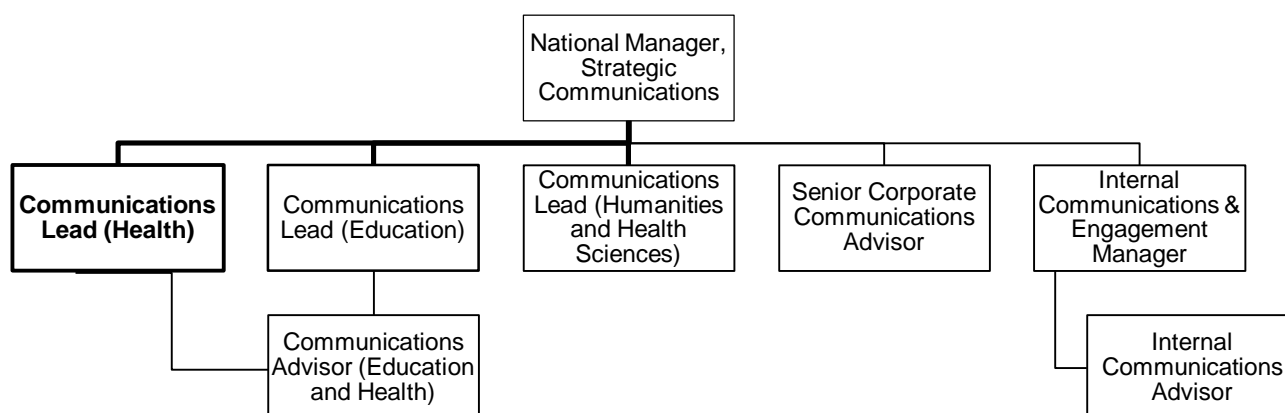
### Decision Making / Authority to Act

- The position holder has substantial autonomy in the day-to-day management of their role in order to execute strategies and initiatives.
- The position holder responds to enquiries from internal and external stakeholders, referring more complex matters to the supervisor for guidance and/or resolution.
- The position holder has a high level of independence on the daily operations of their job and is tasked with influencing stakeholders across the University with minimal supervision.

### Communication / Working Relationships

- The position holder will be required to communicate with internal stakeholders and relevant external organisations and stakeholders to coordinate research profile-raising activities.
- The position holder communicates with senior staff within the research institute and the school in ACU's Health portfolio to report on publicity program progress and recommend strategies to strengthen and promote the public identity of ACU health research and study offerings.
- The position holder communicates with high-profile externals, such as journalists and public commentators to create opportunities that increase the visibility of ACU and its health expertise.

## Reporting Relationships



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

## SELECTION CRITERIA

### Qualifications, skills, knowledge and experience

1.	Identification as an Australian Aboriginal and or Torres Strait Islander. Australian Catholic University considers that being of Aboriginal and Or Torres Strait Islander is a requirements as identified in the University's Aboriginal and Torres Strait Islander Peoples Employment Strategy.
2.	Completion of a relevant undergraduate degree in the area of marketing, public communications, journalism with relevant experience working in public relations or communications; or an equivalent combination of relevant experience and/or education/training.
3.	Experience working for a public relations and communications agency.
4.	Demonstrated experience in servicing multiple client accounts (preferably in the Health sector).
5.	Proven track record in developing and implementing successful publicity programs that include mainstream media coverage.
6.	Demonstrated ability to deliver publicity outcomes that align with strategic business objectives.
7.	Experience in providing professional media and communications coaching and advice to senior clients to create positive outcomes

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

8.	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.
9.	An 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 <a href="#">ACU Service Principles</a> .
10.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organisation to capitalise on all available expertise to achieve organisational objectives

11.	An ability to coach and develop staff, set clear expectations for performance and encourage others to share skills and knowledge to build a culture of learning and improvement.
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**Other attributes**

11.	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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