

Position Description

Coordinator Communications

Position No:	NEW
Department:	Service Businesses
School:	Student Services & Administration
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 6 (HEO6)
Employment Type:	Continuing, Full-Time
Position Supervisor:	50039528
Number:	
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

For enquiries only contact:

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Coordinator Communications

Position Context

Service Businesses aligned under the Student Services and Administration portfolio, incorporates a diverse range of professional businesses with a strong focus on delivering outstanding customer service to internal and external customers across the University and broader community. The businesses within this portfolio aim to enhance and improve long standing services to all students and customers, apply progressive and innovative business practices and improve revenue generation for reinvestment across the University.

Through the grouping of key businesses within the portfolio comes the opportunity to evolve and grow each business, strive for continuous improvement and work collaboratively and in support of each other to enhance the on campus experience for students, staff, guests and visitors to La Trobe.

The Business Development team are pivotal to the commercial growth and development of all operations within the Service Business portfolio, responsible for the delivery of a number of services specialising in: concierge and booking services, event management and delivery, promotion and marketing, sales and development strategies.

Reporting to the Business Development Manager, the Communications Coordinator will provide professional support, review all Service Businesses marketing and communications activities, focusing on the production of structured and integrated marketing practices that take into consideration the University's style guide, good practices, audience and marketing objectives.

Multi campus travel and working outside the traditional span of hours may be required.

Duties at this level may include:

- Performs tasks and work assignments which are guided by policy, precedent or objectives and, where relevant, by professional standards and specialist expertise applied to a range of assignments.
- Innovates within own function and takes responsibility for outcomes, including the development of communication and other relevant materials, procedures and strategies.
- Exercises high level diagnostic skills on sophisticated communication tools and systems; analyse and report on data. Ensuring appropriate records are managed, monitored and maintained.
- Applies specialist knowledge to design, review, and develop communications based materials, systems or procedures.
- Advises on the analysis and interpretation of data, identify trends and test solutions, sources additional related information where appropriate, and reports on progress, to support the resolution of issues/problems.
- Applies appropriate expertise and uses judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
- Generates original ideas and innovative solutions through the provision of specialist know how and advice as appropriate.
- Identifies additional service requirements or service shortfalls and coordinates and/or designs the delivery of innovative solutions to maximise service quality, efficiency and continuity.
- Ensures professional and quality service standards are maintained and applied within own area of activity.
- May supervise staff and have some responsibility for the day to day operation of a small and discrete work unit and/or projects, including setting priorities, meeting service standards and assisting with the monitoring or review of deliverables, operations and systems.
- Sets priorities and monitors work flows and systems within an area of responsibility (i.e., for own position and for a project team or section as required).

- May be considered as the “specialist” and perform activities related to communications, promotion, web, social media and public relations, gained through a detailed understanding of the theory, practice and/or principles underpinning the particular field of work.
- Adapts procedures or techniques to achieve objectives, where these changes are within policy and either their impact is restricted to the work unit(s) concerned or, alternatively, changes arise out of liaison with other areas, meets the mutual needs of the groups concerned and are pursued in concert with them.

Key Selection Criteria:

- Degree with subsequent relevant experience in the field of communications and public relations, or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Excellent written and oral communication and interpersonal skills, including the ability to develop excellent working relationships with, colleagues, students and other stakeholders.
- Demonstrated depth and breadth of expertise in across digital media platforms, developed through extensive relevant experience and application.
- Ability to innovate and take responsibility for outcomes.
- Demonstrated ability to set priorities and monitor workflows within own area of responsibility.
- Proven analytical and problem solving capability.
- Demonstrated organisation and problem solving skills, with an ability to manage several different projects concurrently.

La Trobe Values

At La Trobe we:

- take a world view
- pursue ideas and excellence with energy
- treat people with respect and work together
- are open, friendly and honest
- hold ourselves accountable for making great things happen.

For Human Resource Use Only

Initials: Date: