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| ANU_LOGO_mono black_FA.jpg | Position Description |

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| **College/Division:** | Office of the Vice-Chancellor |
| **Faculty/School/Centre:** | Global Engagement Portfolio |
| **Department/Unit:** |  |
| **Position Title:** | Manager Strategic Communications |
| **Classification:** | SM1 |
| **Position No:** | 16901 |
| **Responsible to:** | Director, Strategic Communications and Public Affairs |
| **Number of positions that report to this role:** | 4 |
| **Delegation(s) Assigned:** |  |

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| **PURPOSE STATEMENT:**  ANU Strategic Communications and Public Affairs (SCAPA) tell the ANU story. SCAPA contributes to achieving the University's strategic goals by shaping public opinion, fostering ANU engagement and critical relationships, harnessing pride within the institution, and showcasing ANU excellence.  The Manager Strategic Communications is a leadership role primarily concerned with facilitating ANU positioning nationally and internationally as the most significant tertiary institution in the country. The role takes management responsibility for the ANU newsroom ensuring that performance is managed and strategic objectives are met through the production of high quality and newsworthy stories and proactive engagement with ANU external stakeholders and the ANU community. The Manager, Strategic Communications provides assistance and advice to the Director on strategic communications matters.  **KEY ACCOUNTABILITY AREAS:**  **Position Dimension & Relationships:**  The Manager Strategic Communications, works under the broad direction of the Director, Strategic Communications and Public Affairs as part of a multidisciplinary team. SCAPA works closely with the ANU Executive, Division of Student Life, the Marketing Office, Alumni Relations and Philanthropy, ANU Innovation and the Colleges.  **Role Statement:**  Under the broad direction of the Manager Strategic Communications will:   1. As Chief of Staff of the ANU newsroom, provide effective leadership, supervision, direction and guidance to the ANU media team, ensuring that performance is managed and strategic objectives are met through the production of high quality and newsworthy stories and proactive engagement with ANU external stakeholders and the ANU community. 2. Advance public understanding of ANU through the management of media and strategic communications activities, identifying new opportunities for profile building and ensuring that ANU communications activities have impact. 3. Develop, implement and maintain the University’s media strategy and operational plan that builds, develops and monitors ANU profile with external communities through the proactive management of all communications channels. 4. Establish and maintain productive relationships with ANU academic and professional staff and external stakeholders, including an extensive network of journalists and media advisors. 5. Provide strategic and high quality advice to the University Executive, and senior staff within Colleges and Divisions on matters related to media and communications. 6. Raise the capacity of the University community to engage with the media through the identification and development of new ANU media talent, training, advice and feedback. 7. Undertake other duties consistent with the classification level of this position 8. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity |

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| **SELECTION CRITERIA:**  1. Relevant degree qualification in public affairs, journalism or a related field and extensive relevant experience and training in public relations. Postgraduate qualification or progress towards such in a similar discipline will be highly regarded.  2. Demonstrated extensive editorial leadership experience including managing a newsroom and team of journalists. Strategic leadership, editorial decision making and quality control with capacity to share knowledge through the provision of training and advice.  3. Demonstrated relationship management skills with extensive experience in managing successful engagement with a wide range of internal and external stakeholders, including journalists and media advisors.  4. Proven experience in communications and issues management for a complex national/international organisation.  5. Demonstrated experience an understanding of the Australian and international media and political landscape, in particular the parliamentary press gallery, with an extensive network of media contacts.  6. Ability to maintain a flexible and proactive approach to tasks within a busy work environment and the ability to organise work priorities, multiple projects and meet tight deadlines, with a high level of attention to detail and great accuracy.  7. Written and oral communication skills of a high order, including proven ability to write concisely and quickly, and to grasp and communicate complex subjects easily.  8. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a university context. | | | |
| **Supervisor/Delegate Signature:** |  | **Date:** |  |
| Printed Name: |  | **Uni ID:** |  |

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| **References:** |
| [General Staff Classification Descriptors](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_5) |
| [Academic Minimum Standards](http://info.anu.edu.au/hr/Salaries_and_Conditions/Enterprise_Agreement/2010-2012/Schedule_4) |

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|  | Pre-Employment Work Environment Report |

# Position Details

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| **College/Div/Centre** | Strategic Communications and Public Affairs | **Dept/School/Section** |  |
| **Position Title** | Assistant Communications and Public Affairs Officer | **Classification** | ANU04 |
| **Position No.** |  | **Reference No.** |  |

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

1. This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
2. This form is used to advise potential applicants of work environment issues prior to application.
3. Once an applicant has been selected for the position consideration should be given to their inclusion on the University’s Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/\_\_Health\_Surveillance\_Program/index.asp Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training\_and\_Development/OHS\_Training/index.asp
4. ‘Regular’ hazards identified below must be listed as ‘Essential’ in the Selection Criteria - see ‘ Employment Medical Procedures’ at http://info.anu.edu.au/Policies/\_DHR/Procedures/Employment\_Medical\_Procedures.asp

# Potential Hazards

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| 1. Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties. | | | | | | | | |
| **TASK** | **regular** |  | **occasional** |  | **TASK** | **regular** |  | **occasional** |
| key boarding |  |  |  |  | laboratory work |  |  |  |
| lifting, manual handling |  |  |  |  | work at heights |  |  |  |
| repetitive manual tasks |  |  |  |  | work in confined spaces |  |  |  |
| catering / food preparation |  |  |  |  | noise / vibration |  |  |  |
| fieldwork & travel |  |  |  |  | electricity |  |  |  |
| driving a vehicle |  |  |  |  |  |  |  |  |
| **NON-IONIZING RADIATION** |  |  |  |  | **IONIZING RADIATION** |  |  |  |
| solar |  |  |  |  | gamma, x-rays |  |  |  |
| ultraviolet |  |  |  |  | beta particles |  |  |  |
| infra red |  |  |  |  | nuclear particles |  |  |  |
| laser |  |  |  |  |  |  |  |  |
| radio frequency |  |  |  |  |  |  |  |  |
| **CHEMICALS** |  |  |  |  | **BIOLOGICAL MATERIALS** |  |  |  |
| hazardous substances |  |  |  |  | microbiological materials |  |  |  |
| allergens |  |  |  |  | potential biological allergens |  |  |  |
| cytotoxics |  |  |  |  | laboratory animals or insects |  |  |  |
| mutagens/teratogens/  carcinogens |  |  |  |  | clinical specimens, including blood |  |  |  |
| pesticides / herbicides |  |  |  |  | genetically-manipulated specimens |  |  |  |
|  |  |  |  |  | immunisations |  |  |  |
| **OTHER POTENTIAL HAZARDS (please specify):** | | | | | | | | |

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| **Supervisor’s Signature:** |  | **Print Name:** |  | **Date:** |  |