



Australian
National
University

Position Description

| | |
|-------------------------------|---|
| College/Division: | ANU College of Asia and the Pacific |
| Faculty/School/Centre: | School of Culture History and Language |
| Department/Unit: | ARC Centre of Excellence for the Dynamics of Language |
| Position Title: | Communications and Outreach Manager |
| Classification: | ANU Officer Level 8 (Admin) |
| Position No: | |
| Responsible to: | Chief Operating Officer, Centre of Excellence |

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific leads intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region.

The Australian Research Council (ARC) Centre of Excellence for the Dynamics of Language (the Centre) is a cross-disciplinary research centre with researchers dispersed across four participating universities (The Australian National University, University of Melbourne, University of Queensland and Western Sydney University), as well as numerous domestic and international partner institutions. The Centre is scaling up language documentation and linguistic analysis, with a focus on the key questions of how languages differ, how they are learned, how they are processed and how they evolve.

The Communications and Outreach Manager will play a key role in publicising the Centre's research, influencing the public agenda in relation to language and language learning and inspiring interest in the dynamics of language in Australia and the Asia Pacific region.

Building on the Centre's media and public profile, the Communications and Outreach Manager will lead the Centre's communications strategy in order to raise the profile of the Centre's research, outreach and education activities. The Communications and Outreach Manager will develop content for, and curate the Centre's website and social media profiles, and will take a coordinating role in a range of outreach activities across the Centre.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Communications and Outreach Manager works under the broad direction of the Centre Chief Operating Officer (COO) who is located in Canberra on the Australian National University's Acton campus. The position is responsive, on a day-to-day basis, to the Centre's administration staff and researchers, covering four Research Programs and two Research Threads. Research staff are dispersed across four participating universities and close collaboration with research and administration staff in all locations is required. The position also works closely with the Centre's numerous domestic and international partner institutions and will have staff supervisory responsibility within the Centre.

This position is located within The ANU College of Asia and the Pacific (CAP), School of Culture, History and Language and requires interaction and partnership with professional and academic staff across the College, as well as staff in The College of Arts and Social Sciences (CASS) and The College of Medicine, Biology and Environment (CMBE). The position is also responsible for managing the Centre's relationships with the media.

Role Statement

Under the broad direction of the Chief Operations Officer, the Communications and Outreach Manager will:

1. Design and implement an effective and innovative research communications strategy for the Centre to strengthen its research profile in Australia and internationally and encourage engagement with the Centre's work.
2. Provide high-level strategic and operational advice to the Centre Executive regarding communications and outreach strategies.

3. Provide leadership to the administrative team and relevant support to the Centre members within ANU and at the various participating universities. Effectively supervise staff to ensure team and individual deadlines and objectives are met.
4. Design and implement an industry and government engagement strategy.
5. Engage with Centre members in order to capture and communicate the research outputs and translate this into engaging print and digital narratives for identified audiences.
6. Manage the Centre's website including but not limited to soliciting and devising content, editing, creating content from grant applications, presentations and notes, formatting and uploading.
7. Manage the collation and reporting of the Centre's published research outcomes for internal and external reporting purposes, including but not limited to the ongoing project management and administration of annual reports.
8. Create and manage an electronic newsletter highlighting research content on the website and maintain the Centre's external contacts database.
9. Contribute to the development of the Centre's outreach activities and manage the Centre's outreach materials (posters, pamphlets, award notices and advertisements) including but not limited to content and formatting and liaison as necessary with the University and participating university marketing offices.
10. Contribute to the organisation of research seminars, workshops, conferences and events, as required and which may involve some travel.
11. Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.
12. Other activities consistent with the classification level of the position as directed by the Chief Operating Officer and consistent with the principle of multi skilling.

SELECTION CRITERIA

1. Postgraduate qualifications, or progress towards and/or extensive relevant experience in communications or public relations, preferably working with technical or scientific material. Qualifications and experience in linguistics or language study would be highly regarded.
2. Demonstrated experience in the development and implementation of communications, outreach and stakeholder engagement strategies, and an understanding of their context in a university or similarly complex environment.
3. Excellent communication skills, with an emphasis on communicating complex concepts clearly and concisely as well as a demonstrated ability to effectively present ideas and materials and disseminate information to a broad range of audiences and stakeholders.
4. Demonstrated high level of interpersonal, consultation and negotiation skills, including the ability to build and maintain effective relationships across all levels of an organisation and to build and maintain strong internal and external stakeholder relationships.
5. Demonstrated ability to lead and influence small teams spread across various locations and to work cooperatively, effectively, harmoniously and independently.
6. Demonstrated experience in the planning, production and delivery of high quality material for print and digital media channels. Experience using innovative technologies and developing multimedia content and social media management would be highly regarded.
7. Excellent attention to detail and ability to maintain a flexible and proactive approach to tasks within a busy work environment, organise work priorities and meet tight deadlines.
8. A demonstrated high level of understanding of equal opportunity principles and a commitment to the application of EO policies in a university context.

| | | | |
|------------------------------|--|----------------|--|
| Supervisor Signature: | | Date: | |
| Printed Name: | | Uni ID: | |