



## Position Description

<b>College/Division:</b>	Office of the Vice-Chancellor
<b>Faculty/School/Centre:</b>	Global Engagement
<b>Department/Unit:</b>	Strategic Communications and Public Affairs
<b>Position Title:</b>	Associate Director, Public Affairs
<b>Classification:</b>	Senior Manager 1 (Administration)
<b>Position No:</b>	26206
<b>Responsible to:</b>	Director, Strategic Communications and Public Affairs
<b>Number of positions that report to this role:</b>	5
<b>Delegation(s) Assigned:</b>	D6

### 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 Associate Director provides effective leadership, supervision, direction and guidance to the multidisciplinary public affairs team and is responsible for proactive engagement with ANU stakeholders and the ANU community. The Associate Director also provides assistance and advice to the Director on strategic communications and issues management matters.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

The Associate Director, Public Affairs, 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, the Marketing Office, Alumni and Philanthropic Relations, ANU Innovation and the Colleges.

### Role Statement:

Under the broad direction of the Director, Strategic Communications and Public Affairs:

1. Provide effective leadership, supervision, direction and guidance to the multidisciplinary public affairs team, ensuring that performance is managed and strategic objectives are met responsible for proactive engagement with ANU stakeholders and the ANU community.
2. Advance public and stakeholder understanding of ANU through the management of engagement and related communications activities.
3. Develop, implement and maintain a University corporate public affairs strategy that builds and develops ANU engagement with the internal ANU community along with external communities through the proactive management of corporate publications, public lectures, events, community events, partnerships and other engagement activities.
4. Identify new opportunities for outreach and engagement and ensure that ANU outreach activities have impact.
5. Contribute to the planning and management of strategic communications, particularly issues and crisis management.
6. Establish and maintain strategic relationships with internal and external stakeholders
7. Provide strategic and high quality advice and support to the University Executive, and senior staff within Colleges and Divisions on matters related to public affairs.
8. Raise the capacity of the University community to engage in effective corporate public affairs outreach
9. Undertake other duties consistent with the classification level of this position
10. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity

## SELECTION CRITERIA:

1. Relevant degree qualification in public affairs or an equivalent combination of extensive relevant experience and training in public relations. Postgraduate qualification or progress towards such in a similar discipline will be highly regarded.
2. Demonstrated relationship management skills with extensive experience in managing successful community engagement with a wide range of internal and external stakeholders.
3. Demonstrated experience in initiating and running high profile, high quality events, public lectures, visits programs and other corporate public affairs programs
4. Proven experience in communications and issues management for a complex national/international organisation.
5. Demonstrated leadership experience and capacity to share knowledge through the provision of training and advice.
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 high level of 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:**

## References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



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National  
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# Pre-Employment Work Environment Report

**Position Details**

<b>College/Div/Centre</b>	Office of the Vice-Chancellor	<b>Dept/School/Section</b>	Strategic Communications and Public Affairs
<b>Position Title</b>	Associate Director, Public Affairs	<b>Classification</b>	SM1
<b>Position No.</b>		<b>Reference No.</b>	

**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.**

- 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.
- This form is used to advise potential applicants of work environment issues prior to application.
- 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](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](http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp)
- '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](http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp)

**Potential Hazards**

- 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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
<b>NON-IONIZING RADIATION</b>			<b>IONIZING RADIATION</b>		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
<b>CHEMICALS</b>			<b>BIOLOGICAL MATERIALS</b>		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER POTENTIAL HAZARDS (please specify):</b>					

<b>Supervisor's Signature:</b>		<b>Print Name:</b>		<b>Date:</b>	
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