
Position Title:	Communications Adviser
Position Classification:	Level 6
Position Number:	315228
Faculty/Office:	Community & Engagement
School/Division:	Government and Corporate Communications
Centre/Section:	
Supervisor Title:	Communications Manager
Supervisor Position Number:	313032

Your work area

Government and Corporate Communications mission is to deliver professional, strategic and best practice communications and engagement activities across the University, as the lead group for the University's engagement with government, the media, staff and key external stakeholders. This is facilitated through the provision of strategic advice and the effective management of a range of communication channels.

Reporting Structure

Reports to: Communications Manager

Dotted Line reports to: Head of Central SDC

Your role

The Communications Adviser works to deliver and support the Central Units with university wide communications services. The role will provide a range of communications advice and support, in line with university strategy, to key internal clients within the Central Units and will coordinate a range of communication channels.

Key responsibilities

Provide input into the development of the university-wide internal communication strategy, liaising with Central Units to gather input and develop priorities

Contribute to and implement Central Unit specific internal communications operational plans in line with university strategy and guidelines

Maintain key internal client relationships for communications providing advice and support to internal clients on internal communications, media and PR

Provide communications support to key stakeholders including coordinating internal campaigns, advising on messaging, and producing high-quality communication materials.

Develop and distribute internal communications to internal and external stakeholders as required

Contribute ideas and content to the Vice-Chancellor's e-bulletin, Uniview magazine, Annual Report and other university-wide publications and channels.

Contribute to the development of media content opportunities (i.e. story ideas) and develop media statements, providing support for media and PR queries as appropriate

Develop and monitor relevant communication metrics, using these to guide the most effective use of local internal channels and providing the Central Unit with performance metrics

Other duties as required

Your specific work capabilities (selection criteria)

Tertiary qualification or equivalent competency (Degree in Communications, Public Relations, or equivalent)

Substantial relevant experience working in a varied communications / public relations role

Excellent written communication skills with experience in producing high-quality communication materials such as e-newsletters, facts sheets, web content, social media content, briefing notes, correspondence and presentations

Experience in digital communications including developing content, managing and maintaining websites, social media platforms and e-newsletters

Highly developed organisational skills to effectively plan and implement communication programs and projects

Proficiency in a range of computing skills and experience in the use of the web as a communications medium

Special Requirements

NA

Compliance

Workplace Health and Safety

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at <http://www.safety.uwa.edu.au>

Equity and Diversity

All staff members are required to comply with the University's Code of Ethics and Code of Conduct and Equity and Diversity principles. Details of the University policies on these can be accessed at http://www.hr.uwa.edu.au/publications/code_of_ethics, <http://www.equity.uwa.edu.au>