



POSITION DESCRIPTION

Centre for Market Design, Department of Economics
Faculty of Business and Economics

Manager - Communications and Engagement

POSITION NO	0039608
CLASSIFICATION	PCS 7
SALARY	\$85,189 – \$92,216 p.a. (pro rata)
SUPERANNUATION	Employer contribution of 9.5%
EMPLOYMENT TYPE	Part-time (0.6 FTE) (fixed term) position available to September 2017 Fixed term contract type: replacement staff member
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	Vacant
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Anna Steer Tel +61 3 8344 3095 asteer@unimelb.edu.au <i>Please do not send your application to this contact</i>

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about.unimelb.edu.au/careers
joining.unimelb.edu.au

Position Summary

Working under the broad direction of the Business Manager, the Manager, Communications and Engagement is responsible for ensuring the formulation and effective implementation of a three-year communications and engagement plan. The position will work with senior communications, engagement and government relations staff within the University of Melbourne and with policy and project leaders within state and federal government agencies to ensure that CMD communications activities are effective and timely and support the medium term business of goals of the Centre. The incumbent will play a key role in formulating and implementing the strategic and operational aspects of the Centre's 2015-17 engagement plans as well as overseeing the Centre's day-to-day marketing and communications activities across research, education and engagement. The incumbent will also provide advice to senior management delivering high quality outcomes across Marketing, Branding, Media, Web, Communications and Events.

It is expected that the Manager, Communications and Engagement will leverage a wide range digital technologies and industry networks to ensure promotion, branding and engagement activities have maximum effectiveness. This role will also assist in the development of a full range of communications and promotional materials to effectively support the core objectives of the Centre and communicate with the Centre's diverse stakeholder base.

1. Selection Criteria

1.1 ESSENTIAL

- ▶ A degree with substantial relevant experience in media management and public relations (or similar) preferably in a large, complex and dynamic service-orientated environment (such as the tertiary or government sector); or an equivalent combination of relevant experience and/or education/training.
- ▶ Highly developed interpersonal and verbal communication skills with the ability to effectively build and enhance relationships with key stakeholders within the University, government agencies and other higher education institutions.
- ▶ Experience in conceptualising, developing and implementing media and communication strategies across multiple channels and digital platforms.
- ▶ High level problem solving skills with the ability to exercise judgement and initiative in determining communications/ marketing and media strategies and priorities, as well as the ability to deliver innovative communication solutions to target audiences.
- ▶ Excellent written communication and presentation skills, with demonstrated expertise in the writing and producing of publications, web content and advertising materials.
- ▶ Ability to build and maintain a close network of media contacts.
- ▶ Demonstrated ability to seek efficiencies and to be proactive in a changing environment.
- ▶ Ability to work independently and to collaborate as part of a team, coordinating a range of projects involving audiences/clients with different needs.

1.2 DESIRABLE

- ▶ Experience in digital media platforms, including podcasts and video.
- ▶ Experience optimising social media channels.

- ▶ Experience in industry engagement strategies.

2. Special Requirements

- ▶ Operational requirements of the Centre may influence approval of annual leave.
- ▶ Some local and interstate travel may be required to support the engagement activities of the position.

3. Key Responsibilities

In conjunction with the Centre Director, the position is responsible for providing expert services and advice; managing and overseeing the following areas of operation:

3.1 STAKEHOLDER ENGAGEMENT

- ▶ Nurture strategic and operational partnerships within the CMD core partner organisations (State and Federal government agencies) at a director, policy and project level to ensure CMD engagement activities address identified needs and funding opportunities.
- ▶ Collaborate with external stakeholders and CMD staff on the content and focus of CMD communication activities and approaches to ensure effective showcasing of the Centre's fundamental and policy driven research.
- ▶ Proactively seek to maximise opportunities to collaborate with CMD partners to promote awareness of CMD training, policy projects and fundamental research.

3.2 MARKETING AND COMMUNICATIONS

- ▶ Work in close collaboration with the Business Manager to develop and implement an agreed communications strategy which effectively profiles and promotes the Centre, and its range of activities and programs.
- ▶ Provide advice and direction on Centre branding and effective promotion of the full range of the Centre's research, programs and events.
- ▶ Develop and maintain the Centre's websites and media initiatives in collaboration with major stakeholders to ensure effectiveness as a key marketing and external relations tool.
- ▶ Ensure alignment of marketing strategies with the Centre's strategic and operational plans and targets.
- ▶ Monitor and evaluate the effectiveness of marketing strategies, taking account of internal and external market forces.
- ▶ Identify, develop and pitch ideas to mainstream print, radio, television and digital media for broad publication events and public relations activities.
- ▶ Utilise digital channels and platforms in the promotion of the Centre's profile, activities and products.
- ▶ Liaise with Faculty marketing and communications stakeholders to ensure the Centre's profile is appropriately leveraged in the communications and marketing activities of the Faculty and the University.

- ▶ Develop a style guide to support the development of consistent presentation of CMD copy in electronic and hard-copy forms.

3.3 CENTRE FOR MARKET DESIGN ELECTRONIC PROFILE

- ▶ Develop, launch and maintain the new CMD website, ensuring that CMD stakeholder needs are incorporated into the design of the site.
- ▶ Coordinate the development of rich online content such as video streaming and podcasts, mobile applications and the use of online evaluation tools.
- ▶ Ensure up-to-date, relevant and accessible information is freely available to prospective business stakeholders and user groups.
- ▶ Ensure that appropriate policies and guidelines are developed and implemented with regard to web content management.

3.4 RESEARCH AND PUBLICATIONS

- ▶ Oversee the development of the Centre's marketing and promotional materials, both print and electronic, including materials for advertisements, industry engagement activities, and promotion of the Centre's programs and events.
- ▶ Coordinate the preparation of event and program materials.
- ▶ Manage the Centre's publications, including the preparation of brochure copy, and other promotional and educational materials tailored to relevant audiences.
- ▶ Source, research and prepare for publication relevant stories about the Centre's research, education and engagement activities, media releases and news items as required.
- ▶ Conduct interviews, write stories and organize photo shoots for articles to be published in either print or electronic format.
- ▶ Monitor radio, television and print media, and professional association publications for relevant articles and PR opportunities.

3.5 OTHER DUTIES

- ▶ Provide high quality advice to Centre management on all relevant matters relating to University communications/marketing policy and procedures.
- ▶ Actively participate in team meetings and forums as required.
- ▶ Contribute to the smooth operation of the CMD by assisting other staff during peak periods or absences.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under the broad direction of the CMD Business Manager to achieve agreed outcomes in a specialist and key program element of CMD administration. The

incumbent must be able to work independently as well as effectively in a team environment. The incumbent will on occasion be required to supervise casual professional staff and coordinate external suppliers/contractors (e.g. graphic designers, printers) to ensure services are delivered in a timely and effective manner.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Manager, Communications and Engagement uses a high degree of initiative and judgement to identify and resolve problems within the framework of University policy and the strategic and operational plans of the CMD. The incumbent will be required to make rapid assessments of issues likely to be of interest to the media and judge the best way to present complex ideas to diverse audiences. The incumbent will be expected to routinely exercise informed judgement in implementing solutions to problems and ensuring senior stakeholder buy-in of these solutions.

The incumbent will be expected to identify and develop new methods, tasks and sequences, in order to achieve innovative solutions to current problems. He/she will also need to utilise a range of high-level communication skills to effectively respond to the needs of a diverse range of stakeholders within the university sector and state and commonwealth government agencies.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent must be able to autonomously develop effective relationships with key senior decision-makers within the University of Melbourne in the areas of communications, marketing and government relations and other consortium partners in the areas of policy development and implementation and project oversight to facilitate the development of effective relationships between these partners and CMD researchers.

A key requirement of the role is to work effectively and engage senior professional and academic staff within the Faculty of Business and Economics (marketing and communications), the University of Melbourne Chancellery (government relations) and director-level staff in State and Commonwealth government agencies to ensure Faculty-University and government protocols are observed and activities are compliant.

4.4 RESOURCE MANAGEMENT

The role will be responsible for an annual communications and engagement budget of \$25,000. In conjunction with the CMD Business Manager, the role will oversee relevant expenditure and identify opportunities to improve the cost-effectiveness of CMD communications activities.

4.5 BREADTH OF THE POSITION

The incumbent will have a depth or breadth of expertise developed through extensive relevant experience and application in marketing/communications, as well as relevant experience in the area of business communications.

The incumbent is expected to have substantial professional knowledge and experience in the development, implementation and execution of stakeholder engagement strategies across multiple platforms including online and social media. They will need to develop an understanding of aligning the communication needs of a multi-institutional research centre. Additionally they are expected to develop a detailed knowledge of academic and administrative policies and the interrelationships between a range of policies and

activities. They will need to have or develop an understanding of the policy context to the Centre's research activities.

5. Other Information

5.1 ORGANISATION UNIT

Building on existing strong relationships, the University of Melbourne, the Commonwealth Treasury, and the Victorian Department of Treasury and Budget are partners in the Centre for Excellence in Market Design. The Centre is hosted by the University and is located with the Department of Economics,

The Department of Economics is a leading department in Australia with a strong postgraduate program and an outstanding group of economists and econometricians, all of whom have high research profiles. The Department is one of the largest departments in the University and the largest department in the Faculty of Business and Economics. The Department is research active and performs teaching and research in the areas of economics, econometrics and actuarial studies.

The Department provides high quality teaching at undergraduate and postgraduate levels and undertakes high quality research. The Department actively contributes to the community and maintains strong ties to business and government sectors. Located within the Department are:

Centre for Actuarial Studies

Asian Economic Centre

Economic Theory Research Unit

Microeconometrics Research Unit

Macroeconomics Research Unit

Household Research Unit

Information on the Department can be obtained from <http://fbe.unimelb.edu.au/economics>

Information on the Centre for Market Design can be obtained from <http://cmd.org.au/>

5.2 BUDGET DIVISION

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

Organisational Structure

The Faculty is home to Melbourne Business School (MBS) and to six teaching and research departments:

- Accounting

- Business Administration
- Economics
- Finance
- Management and Marketing
- Melbourne Institute of Applied Economic and Social Research

The Faculty has the following student and academic support centres:

- Academic Support Office
- Student Employability and Enrichment
- Research Development Unit
- The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Service Units:

- Finance
- Human Resources (including OHS)
- Marketing and Communications
- Service Level and Facilities Management
- Quality Unit

Our Programs

There are around 7,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 48,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

Further information about the Faculty is available at www.fbe.unimelb.edu.au.

5.3 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. With outstanding performance in international rankings, Melbourne is at the forefront of higher education in the Asia-Pacific region and the world. The University of Melbourne is consistently ranked among the world's top universities.

Further information about our reputation and global ranking is available at <http://futurestudents.unimelb.edu.au/explore/why-choose-melbourne/reputation-rankings>.

Established in 1853, shortly after the founding of Melbourne, the University is located just a few minutes from the centre of this global city. The main Parkville campus is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide range of knowledge-based industries.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded. Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

5.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

- ▶ Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>
- ▶ The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.
- ▶ The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs. <http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.

Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and

on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.

Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

5.5 EQUITY AND DIVERSITY

Another key priority for the University is access and equity. The University of Melbourne is strongly committed to an admissions policy that takes the best students, regardless of financial and other disadvantage. An Access, Equity and Diversity Policy Statement, included in the University Plan, reflects this priority.

The University is committed to equal opportunity in education, employment and welfare for staff and students. Students are selected on merit and staff are selected and promoted on merit.

5.6 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/unisec/governance.html>.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.