



POSITION DESCRIPTION

University of Melbourne Advancement
Faculty of Medicine, Dentistry and Health Sciences

Advancement Communications and Events Assistant

POSITION NO	0042938
CLASSIFICATION	PCS 4
SALARY	\$61,552 - \$65,326 p.a
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
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	Kate Mazoudier Tel +61 3 8344 1120 Email kate.mazoudier@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

Reporting to the Senior Advancement Communications Officer, the Advancement Communications and Events Assistant works diligently to coordinate and produce marketing and communications material and to support the events and activities of the MDHS Advancement Unit.

The incumbent will provide support that includes assistance with the organisation and promotion of internal and external communications (for example, alumni and donor communications, publications, websites and other communication tools) and public relations/community relations activities in support of the unit's Advancement strategies. The Advancement Communications and Events Assistant will also provide support for the organisation and promotion of events. The incumbent will be the contact point for event enquires and registrations. Administrative tasks for the position include coordinating and distributing promotional material (fliers, invitations, emails), support for the compilation of invitation lists, use of the Advance database and general administrative support to the Senior Advancement Communications Officer and the Senior Advancement Events Officer.

The role requires an ability to work with and develop strong and cooperative relationships with a broad range of internal stakeholders both within the Faculty of Medicine, Dentistry and Health Sciences and its Graduate Schools, with units across the University and with colleagues from the Faculty's extensive partner network of hospital and research organisations.

The incumbent will work closely with the MDHS Marketing and Communications team, and the central University Advancement team to ensure all MDHS Advancement communication is coordinated and consistent with the broader Faculty and University branding and themes.

1. Key Responsibilities

- ▶ Assist with the development, production and distribution of all communications and marketing material for MDHS Advancement.
- ▶ Assist with the coordination of all Advancement events, from small to large functions, meetings, donor events, lectures, presentations and openings.
- ▶ Provide communications support for Advancement events, including assisting with developing and implementing targeted publicity.
- ▶ Maintain and use internal contact and distribution lists for targeted communications.
- ▶ Maintain and use the Advance relationship management database.
- ▶ Assist with the maintenance of the image storage system, ensuring inclusion of compliance information (copyright, permissions etc).
- ▶ Assist with the production of promotional material, such as organising photo-shoots and conducting interviews.
- ▶ Liaise with staff at all levels across the Faculty and University, the extensive network of partner hospitals and affiliated research organisations, professional organisations and members of the public.
- ▶ Assist with developing and writing stories about Faculty and staff, alumni, donors and others for various media, including printed and electronic publications.
- ▶ Contribute to a range of public relations and community activities to help promote the work of the Faculty in the community.
- ▶ Other duties as determined by the Senior Advancement Communications Officer.

- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Relevant tertiary or diploma level qualification or an equivalent combination of relevant experience and education/training.
- ▶ Excellent written communication skills including the ability to write effectively for various media and audiences including print publications, the web, social media and other collateral to support the MDHS Advancement Unit's fundraising and engagement objectives.
- ▶ Experience assisting with event logistics.
- ▶ Proven ability to produce work with a high level of accuracy and attention to detail.
- ▶ Excellent interpersonal skills including the ability to act with diplomacy and discretion, meet deadlines, manage competing demands, and prioritise competing tasks.
- ▶ Excellent skills in office computer applications (word processing, spreadsheets, databases, PowerPoint, electronic diaries, email and web searching).

2.2 DESIRABLE

- ▶ Experience using online Content Management Systems to display and promote events and other information.
- ▶ Employment experience in a large tertiary institution or community service, health or philanthropic organisation.
- ▶ A working knowledge of InDesign and graphic design principles for print and web.

3. Special Requirements

- ▶ Preparedness to travel and to work outside normal office hours as required.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Advancement Communications Assistant reports to the Senior Advancement Communications Officer and is expected to work under general direction, as well as have the capacity to work independently or as the member of a team. The position will be required to support communications and events activities.

4.2 PROBLEM SOLVING AND JUDGEMENT

The position requires a considerable degree of tact, diplomacy and maturity to communicate with a wide range of clients, including faculty staff, health professionals and academics, government bodies, philanthropic organisations, research institutes, donors, alumni and members of the public.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

This role requires development of an extensive knowledge of the structure of the faculty and how communications may be facilitated. The position will need to develop a broad understanding of the university and its communities, its policies and procedures, including compliance issues such as confidentiality and copyright. In addition, the person will need to develop a broad understanding of the structure of the medical and health science professions as well as community and public health facilities.

4.4 BREADTH OF THE POSITION

The position will be required to liaise across the faculty, the university, and various organisational units, as well as with external professional and community organisations. The position contributes to a range of activities that have a wide impact in the faculty (its schools, departments and units), the university and in the public arena.

5. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to service for excellence and reach the targets of Growing Esteem.

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.

7. Other Information

7.1 ORGANISATION UNIT

www.unimelb.edu.au/advancement

University of Melbourne Advancement (UoMA) aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors, and provides services to and works collaboratively with faculties and other central administration areas.

The Advancement Office is responsible for the coordination and delivery of Believe: The Campaign for the University of Melbourne, www.campaign.unimelb.edu.au. The first phase of the Campaign, anticipated to conclude at the end of 2017, reached its \$500million target two years early. In 2016, the University announced a new target of \$1 Billion in philanthropic funds raised by 2021, along with a target of 100,000 alumni engaged.

7.2 BUDGET DIVISION

www.mdhs.unimelb.edu.au

<http://advancement.unimelb.edu.au/>

The MDHS Advancement Unit is part of University of Melbourne Advancement (UoMA). The incumbent will report directly to the Senior Advancement Communications Officer, MDHS. The incumbent will be physically located in the Advancement Unit office within the Faculty.

The Advancement Unit within the Faculty of Medicine, Dentistry and Health Sciences works to promote the long-term success of the Faculty and the University by building mutually beneficial relationships. The Unit works actively and collaboratively with colleagues across the University, partner hospitals and research institutes, to enhance the teaching and learning, research and engagement strategies of the Faculty. The MDHS Advancement Unit aims to develop a culture of philanthropy throughout the Faculty and ultimately secure increased funding for research, academic leadership, student scholarship, teaching programs and major projects.

The Unit integrates all Faculty activities aimed at raising funds through donations and sponsorship, ensuring effective promotion of the Faculty and the University through positive engagement with benefactors, governments, industry, philanthropic trusts and foundations, alumni and the wider community.

7.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville 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. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

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>.

7.4 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.

7.5 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/governance>