

POSITION DESCRIPTION

Engagement
Chancellery

Executive Director, Marketing & Communication

POSITION NUMBER	0031005
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	Executive contract
SUPERANNUATION	Employer contribution of 17%
EMPLOYMENT TYPE	Full-time (fixed-term) position available for 5 years
HOW TO APPLY	<p>Please DO NOT apply via the University website. We have engaged the consultancy SHK to assist in this recruitment. Enquiries and applications should be directed to:</p> <p>Andrew Staite, SHK, Tel +61 3 8620 8002, Email Andrew.Staite@shk.com.au</p>
CONTACT FOR ENQUIRIES	As above

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

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 of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

CHANCELLERY

The Chancellery is led by the Vice-Chancellor and has a University-wide focus on:

- delivering strategic leadership
- allocating capital according to strategic priorities
- developing and overseeing a business framework that includes appropriate financial and other organisational planning and controls
- ensuring identity or brand is consistent with strategic intent and purpose, and
- overseeing policies and initiatives that develop the academic and professional expertise of University staff members.

ENGAGEMENT

Engagement encompasses the interactions between the University and wider society for the enrichment of both, and forms one strand of the University's 'triple helix' strategy. The Engagement portfolio oversees the University's engagement agenda, set out in Engagement at Melbourne 2015–2020. Led by the Vice-Principal (Engagement), the portfolio leads strategy in several functional domains – marketing and communications, library and cultural collections, culture and public engagement, and community engagement – working collaboratively across Chancellery, University Services, academic divisions and external partners.

ABOUT THE ROLE

Position Purpose:

This Executive role will lead, develop and maintain functional excellence for marketing and communication across all areas of the University through key focus on the implementation of a leading-edge Marketing and Communication Strategy whilst building capability of the function.

This multifaceted role encompasses building a strong internal communication capability as well as principal media liaison component. The role is responsible for developing and overseeing the implementation of policies and practices that will allow the University's messages to be appropriately conveyed and reflected in the media as well as national and international constituencies.

Reporting line: Vice Principal, Engagement

No. of direct reports: 6

- Communications Specialist/Senior Media Advisor
- Associate Director, Insights, Strategy & Planning x 2
- Associate Director, Digital
- Advisor, Communications and Public Relations
- Associate Director, Brand Vision and Delivery

No. of indirect reports: 0

Key Dimensions and Responsibilities:

Task level: Extensive

Organisational knowledge: Extensive

Judgement: Extensive

Operational context: University-wide

OH&S and compliance: 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. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

- Develop and oversee the implementation of a marketing and communications strategy that will enhance the value of the University Brand in Australia and Internationally.
- Lead the Capability development of the Marketing and Communication community across the University in order to drive a consistent high benchmark.
- Develop and maintain a policy framework for marketing and communications that ensures coherent, University-wide messaging and brand, and supports University and Faculty/Graduate School recruitment.
- Foster and develop external relationships in order to best support the University's marketing and communications strategy.
- Foster and develop internal relationships in order to promote, influence, and maintain brand coherence.
- Develop an organisation-wide reputational risk management strategy.
- Develop specific strategies in support of the University's Advancement, Industry Engagement, and International Engagement goals.
- Build functional excellence through the provision of advice, knowledge and leadership to others within the marketing and communications discipline.
- Oversee compliance and quality assurance management, in line with requirements under the university's risk management framework and ensure compliance with relevant internal and external guidelines including legislation, statutes, regulations and policies.

Key Relationships:

External

- Influential journalists and editors from key media organisations, such as ABC, SBS, The Age etc.
- State and Federal Government
- Marketing Heads from Domestic and International Universities
- W 100 Reputation Network members
- Ranking Agencies

Internal

- Vice Chancellor and Chancellery Executive
- Deans and Executive Directors
- Directors of Marketing and Communication Stream in University Services
- Dedicated Marketing and Communication staff in Academic Divisions
- Marketing, Communication and Recruitment staff within University Services.

Selection Criteria:

Education/Qualifications:

1. Tertiary qualification in a relevant discipline or an equivalent mix of education and significant relevant experience. Postgraduate qualification in a relevant discipline is desirable.

Skills and Experience – Essential:

2. Demonstrated capacity to build and influence strong relationships across a large group of internal senior stakeholders.
3. Demonstrated capacity for system wide thinking and creative problem solving.
4. Highly strategic, articulate, and collaborative.
5. Advanced research skills, proficient at undertaking literature reviews, synthesising perspectives and making recommendations to guide decision making.
6. Advanced project management skills, particularly for the design and implementation of policies and programs.
7. Strong capacity to frame and solve problems with a team and autonomously.

Skills and Experience – Desirable:

- Capacity to build and maintain constructive and collaborative relationships with colleagues, a wide range of strategic and important internal stakeholders and external partners.
- Ability to implement change management programs and influence across teams.
- Strong effective communicator in writing, business presentations and in interpersonal communication.