



## POSITION DESCRIPTION

Academic & International  
Chancellery

### Media and Communications Officer

**POSITION NO**

0039349

**CLASSIFICATION**

PCS 5

**SALARY**

\$68,892 - \$79,130 p.a.

**SUPERANNUATION**

Employer contribution of 17%

**WORKING HOURS**

Full-time

**BASIS OF  
EMPLOYMENT**

Fixed-term position available to 30 June 2019

**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**

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*Please do not send your application to this contact*

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

## ***Position Summary***

Based in the Australia India Institute within the Operations team, the Media and Communications Officer is responsible for planning and delivering the Institute's Media and Communications program under the broad direction of the Executive Manager and Senior Advisor Engagement and in consultation with the Events and Programs Advisor, ensuring that events, research and the work of the Institute are made known to different public and academic audiences.

The Media and Communications Officer will develop and implement a vibrant, engaging and accurate media and communications service that provides a fully integrated communications service across multiple platforms (web, publications and social media) to enhance the reputation and profile of the Institute and its partners.

The role involves advertising and promoting events; producing website content and website management; managing the production and content of the annual report and other reports; media liaison and press releases; preparation of presentations; editing and multimedia tasks including video and audio editing, management of social media; maintaining stakeholder contact lists.

The role reports to the Executive Manager and Senior Advisor Engagement and supports the Events and Programs Advisor.

### ***1. Key Responsibilities***

#### **1.1 MEDIA AND COMMUNICATIONS PLANNING AND DELIVERY**

- ▶ In collaboration with the Executive Manager and Senior Advisor Engagement and the Events and Programs Advisor, plan and deliver an integrated media and communications program across multiple channels (web, print, social media) to support the activities and promote the public profile and reputation of the Institute;
- ▶ Provide content management services to ensure accurate and timely maintenance of web content, and ensure the development and implementation of a regular web maintenance schedule to ensure a high-quality website;
- ▶ Identify new and emerging media and communication technologies and services that can enhance the operations of the Institute, and make recommendations in relation to implementation;
- ▶ Manage the Institute's Audio Visual equipment and ensure appropriate banners are available for events that display the logos of relevant funding bodies and sponsors.

#### **1.2 DOCUMENTATION AND REPORTING**

- ▶ Research and draft internal and external communications, reports and documents for the Institute, including the Annual Report, fortnightly newsletter, media releases and news stories;
- ▶ Develop and source content for the Institute's website and social media channels, including photographic, audio and video content;
- ▶ Develop content for the Director's social media presence including on Twitter, LinkedIn and facebook;
- ▶ Develop advertising for initiatives of or managed by the Institute, including creating in-house artwork and written content, and develop and implement targeted marketing campaigns;

- ▶ Develop and implement quality assurance processes and evaluation of media and communications performance for the web, social media, and publications, and develop regular analytics reporting.

### 1.3 STAKEHOLDER ENGAGEMENT

- ▶ Develop and maintain positive and effective strategic relationships with internal and external stakeholders, and service providers, both locally and internationally, in particular with Marketing and Communications in University Services, Chancellery, the Australia India Institute Delhi, the Institute's national partners, major funding bodies including the Commonwealth and Victorian Governments, and the Indian High Commission and Consulate, as well as graphic designers, freelance contributors and journalists, and editors;
- ▶ Manage the relationships between the Institute and the media, identify and coordinate media opportunities for the Institute and accompany the Institute's Director and other senior university representatives or visitors to media engagements;
- ▶ Respond or redirect as appropriate to public enquiries about the Institute and its work;
- ▶ Provide assistance to the Events and Program Advisor in the delivery of the Institute's events program as required and work collaboratively as part of the broader team of the Institute by providing support during times of peak activity.

### 1.4 COMPLIANCE

- ▶ Comply with the University's risk management framework including OH&S, legislation, statutes, regulations and policies.

## 2. Selection Criteria

### 2.1 ESSENTIAL

- ▶ Completion of a tertiary degree in a relevant discipline or relevant work related experience, or an equivalent combination of relevant work experience and education
- ▶ Understanding of, and experience in, the key components of media and communications, including web and online communications, publications, media and multimedia functions
- ▶ Ability to work independently, exercising initiative and paying close attention to detail, and the ability to effectively plan and prioritise workloads to meet deadlines
- ▶ Excellent writing and editing skills to ensure high quality publications and communications
- ▶ Developing expertise in Social Media website integration to optimize marketing opportunities
- ▶ Developing proficiency in using, designing, developing and extending web applications using relevant software
- ▶ Excellent interpersonal and communication skills with demonstrated ability to liaise and work effectively with both internal and external stakeholders from diverse cultures, backgrounds and varying seniority levels

### 2.2 DESIRABLE

- ▶ An interest in, and knowledge of, India and Indian affairs

- ▶ Working experience in an international relations-related organisation
- ▶ Knowledge of University systems, processes and organisational structure
- ▶ Ability to speak and / or write in an Indian language

### ***3. Special Requirements***

- ▶ Capacity to accommodate a flexible work schedule, including occasional evening and weekend events
- ▶ Flexibility to travel both domestically and internationally if required

## ***4. Job Complexity, Skills, Knowledge***

### **4.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The Media and Communications Officer works under the general supervision of the Executive Manager and Senior Advisor Engagement and collaborates with all staff at the Institute to ensure effective running of the business. The Media and Communications Officer will be required to exercise a broad degree of autonomy and independence in the management of workload and the prioritisation of tasks and to demonstrate initiative in working productively in day-to-day activities.

### **4.2 PROBLEM SOLVING AND JUDGEMENT**

The tasks relating to this position will be varied and require the Media and Communications Officer to exercise a broad degree of initiative, pay attention to detail and to prioritise tasks with competing deadlines. The Media and Communications Officer will be required to be creative in planning and delivering an integrated communications program across multiple channels. An awareness and understanding of cross-cultural issues is required as well as judgement on the newsworthiness of information and its presentation.

### **4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The Media and Communications Officer will have developing technical proficiency in maintaining online content, graphic design, understanding of print practices and social media. He or she will be required to develop knowledge of the University's Marketing and Communications strategy and of the University's broader approach to engagement with India. The Media and Communications Officer will be expected to develop over time a detailed knowledge of India, the relationship between Australia and India, and the place of India in the Asia Pacific region.

### **4.4 RESOURCE MANAGEMENT**

Resource management aspects associated with this position include managing the Aii's AV equipment and banners and monitoring, managing, disseminating and filing information related to the Institute and its activities.

## 4.5 BREADTH OF THE POSITION

The role of the Media and Communications Officer covers a range of professional and technical tasks and stakeholder engagement and liaison tasks across both India and Australia to support the Institute's media and communications activities.

## 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 strive 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/people/community/responsibilities-of-personnel>

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.aii.unimelb.edu.au](http://www.aii.unimelb.edu.au)

The Australia India Institute, established by [University Council](#) in 2008, is a national centre of excellence on India-related matters. National partners include the University of New South Wales and La Trobe University, both founding partners, and the Queensland

University of Technology. In 2015, the Australia India Institute established a branch in New Delhi.

The Australia India Institute wields significant influence in reshaping and developing relations, perceptions and scholarship opportunities between the two democracies of India and Australia. The Institute has developed a strong reputation in foreign policy, research, education and the arts. Its publications, international conferences, public seminar series, federally-funded study and internship programs, are changing Indian perceptions of Australia and have created opportunities for partnerships across key areas of the relationship.

The Institute is funded by grants from the Australian Government, the State Government of Victoria and the University of Melbourne.

## 7.2 BUDGET DIVISION

Led by the Provost, Chancellery (Academic & International) supports achievement of the vision and objectives for learning and teaching, international and academic performance contained in Growing Esteem 2015-2020. The Academic & International portfolio sits alongside other divisions (Research, Policy & Projects, Engagement, Administration & Finance) within Chancellery, responsible for setting and overseeing:

- ▶ The Melbourne student experience: designing an educational experience that is interdisciplinary, adaptive and research-led, offering choices that assist students to be increasingly intellectually independent and self-directing
- ▶ The University's commitment to student equity and diversity: improving the participation of students and staff from educationally, financially or socially disadvantaged backgrounds
- ▶ The quality of learning and teaching through educational innovation and standards: enabling students to learn in increasingly flexible ways, provide access to more work-integrated learning opportunities, internships and exchanges, and provide options for the design of bespoke programs of study
- ▶ Melbourne's Digital Learning Strategy: further integrating leading-edge technologies and digital resources in existing courses, and building a suite of wholly online graduate level courses that respond to the demand for flexible study options
- ▶ International recruitment, engagement and partnerships: expanding international engagement with universities, industries and the community to enhance, the learning and teaching program, the global mobility of students and staff and the Universities capacity to attract the best staff and students
- ▶ The continuous development and improvement of the Melbourne Curriculum: ensuring that Melbourne graduates will be critical and creative thinkers who can apply knowledge, reasoning and research skills to complex professional and social problems
- ▶ Academic performance, development, promotion, reward and recognition: creating opportunities for academic staff to innovate and improve the learning experience, deliver growth in academic capability, enable the delivery of outstanding research outputs, and enable staff to partner with current and emerging industry sectors.

## 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>