

POSITION DESCRIPTION

External Relations
University Services

Internal Communications Specialist

POSITION NUMBER	0043114
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PCS 8 - \$95,844 - \$103,739 per annum
SUPERANNUATION	Employer contribution of 9.5%
EMPLOYMENT TYPE	Full Time (1 FTE) Fixed Term Fixed term available for 12 months
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Angela Foresi Tel +61 38344 4285 angela.foresi@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:
<http://about.unimelb.edu.au/careers>

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>

UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

EXTERNAL RELATIONS

External Relations builds the esteem in which the University is held by providing creative, engaging and effective sales, marketing and communications solutions for faculties, graduate schools and Chancellery.

The Corporate Marketing and Communications team is responsible for supporting the University's strategic and engagement goals through the delivery of high quality, targeted marketing and communications campaigns and material across a range of channels.

ABOUT THE ROLE

Position Purpose:

The Internal Communications Specialist is a part of the Corporate Marketing and Communications Team in External Relations within University Services. The Internal Communication Specialist provides strategic communication planning expertise, along with strong writing skills, to deliver targeted, effective communications and activities to various internal audiences across the University Services and across the University. It will seek to build an engaged community of interest among key audiences through engaging and informative content creation and delivery.

The Internal Communications Specialist takes a lead role in planning and delivering internal communications for University Services staff, as well as other strategic internal communication across the University.

This role will support the University's strategic objectives by planning, producing, and appropriately distributing high quality, relevant and engaging communication material that engages and informs key audiences across a range of media including print, online and other communication collateral as required.

This includes, but not limited to, executive communication strategic support (executive speech writing, communications and presentations), team culture programs and communications, best practice communication protocols and other compelling communications programs that drives the desired outcomes and supports the University's strategic needs.

Using strategic consulting and planning, project management, stakeholder relations, strong writing skills to engage with internal audiences and help build and protect the University's reputation as a leading teaching and learning organisation in Australia.

The Internal Communications Specialist will work closely with key stakeholders across University Services and the University to ensure all activity supports and enhances the strategic communication objectives of the University Services and the University.

Reporting line: Manager, Corporate Marketing & Communications

No. of direct reports: 0

No. of indirect reports: 0

Direct budget accountability: #

Key Dimensions and Responsibilities:

Task level: Significant

Organisational knowledge: Significant

Judgement: Significant

Operational context: *Working with stakeholders across University Services and the University

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:

- Identify, deliver and review effective communications activities across a range of channels that align with the University's brand positioning and meet the strategic aims of the University
- Coordinate an annual calendar of internal communication material (including print and digital) and coordinate its production, maintenance and continued evaluation
- Research, write, edit and maintain the development, content, preparation and production of key communication collateral that engages and informs the University's internal audiences , including online material, presentations, tools and resources, and other material as required.
- Monitor and assess the effectiveness of communication strategies and activities and implement reform and improvement as required
- Develop and maintain effective working relationships with University Services, Academic Divisions, Chancellery and other internal and external stakeholders to ensure the delivery of high quality and timely communication material, content and activities
- Work collaboratively with other members of the External Relations team to deliver fully integrated communication solutions across multiple platforms
- Work collaboratively to integrate campaign activity into the University's digital systems, including Customer Relationship Management systems such as Nexus
- Ensure compliance with University style and brand guidelines across all communications
- Ensure compliance under the University's risk management framework including OHS, legislation, statutes, regulations and policies

Selection Criteria:

Education/Qualifications

1. The appointee will have: Undergraduate degree in marketing, communications, public relations or related field, plus 5+ years of related communications experience

Knowledge and skills:

2. Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.
3. Well-honed communications writing skills
4. Strategic communication planning and annual plan development experience
5. Previous executive communication support an asset
6. Relationship building and stakeholder management skillset
7. Project management skills