



POSITION DESCRIPTION

Melbourne Law School

Media and Communications Officer

POSITION NO	0034547
CLASSIFICATION	PSC 5
SALARY	\$66,562 - \$76,454 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1.0 FTE)
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	Sharon Orbell Tel +61 3 8344 1133 Email sharon.orbell@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

The Media and Communications Officer will play an important role in supporting the Law School's media and communications strategy, engaging key audiences through developing and delivering high quality and integrated communications across multiple platforms.

The position is part of the Engagement and Marketing Unit of Melbourne Law School (MLS). The Marketing and Engagement team promotes MLS and its key program areas, the Melbourne Juris Doctor, Melbourne Law Masters and Research by Higher Degrees, by profiling academics, students and alumni, and current and ongoing events and activities.

With the Media and Communications Coordinator, this position contributes to the delivery of a variety of communications functions that support the MLS brand. This includes internal and external publications across print, online and multimedia platforms, including social media, video and podcasts.

1. Key Responsibilities

- ▶ Produce media and communications content for MLS including print and online content and social media delivery.
- ▶ Assist the Media and Communications Coordinator through the development and delivery of high quality internal and external communications across print, digital, traditional media, email newsletters, social media, video and podcasts.
- ▶ Apply strong written communication and editing skills across print and digital, with experience in print and digital publications.
- ▶ Play a lead role in the maintenance and review of the News section of the MLS website.
- ▶ Work closely with key MLS partners to ensure MLS media and communication strategies are aligned to the University's engagement strategies.
- ▶ Contribute to the implementation of the MLS media and communication strategy.
- ▶ Contribute to the surveying and monitoring of the effectiveness of media and communication strategy.
- ▶ Contribute to MLS social media delivery and monitoring. The Media and Communications Officer will contribute to the planning, development and execution of a social media plan across Facebook, Twitter, Instagram and LinkedIn.
- ▶ The Media and Communications Officer will easily adapt to new social media trends to achieve the objectives of the Law School.
- ▶ Contribute to the development of faculty messaging, by working with colleagues and relevant stakeholders to identify and determine key messages and audiences for publications and adapts tone and messaging accordingly.
- ▶ Undertake research and benchmarking activities to identify and analyse new or emerging communication opportunities and provide recommendations.
- ▶ Work on major MLS Events including Orientation, Dean's Welcome & Open Day.
- ▶ Write content for multiple channels promoting MLS programs including the Melbourne Juris Doctor and Melbourne Law Masters to both internal and external audiences for the purposes of recruitment and engagement.
- ▶ Maintain effective and collaborative relationships with University Services and Chancellery.
- ▶ Undertake job tasks in the MLS outside this role as required.

- ▶ Oversee compliance and quality assurance management, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies.
- ▶ Occupational Health and Safety (OHS) responsibilities as outlined in section 5.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Completion of a relevant degree (Communications or Media) or proven and established communications experience applied in either the higher education or government sectors, or transferrable experience using both digital and traditional distribution channels; or an equivalent combination of relevant experience and/or education/training.
- ▶ Evidence of content development, particularly written, applied across multiple distribution channels including print, web, Facebook, Twitter, LinkedIn, YouTube and Instagram.
- ▶ Strong organisation and project management skills and a proven capacity to work on multiple projects simultaneously in a fast-paced environment.
- ▶ Ability to source, interview and produce news stories that support the strategic objectives of the Law School.
- ▶ Proven experience maintaining, reviewing and editing a website.
- ▶ High level writing and editing skills and an understanding of the production and content process for print and digital publications, including working with designers.
- ▶ Demonstrated understanding of stakeholder management in complex environments.
- ▶ Evidence of strong service provision, innovation and continuous improvement in work history.
- ▶ Evidence of established and effective teamwork skills.

2.2 DESIRABLE

- ▶ Proficient skills in the Microsoft Office suite and Adobe Creative suite of programs including Photoshop, Premiere Pro and InDesign.
- ▶ Strong understanding of visual media and proven photography, video capture and editing skills.
- ▶ Experience using web content management systems such as Squiz Matrix or similar.
- ▶ Experience in media liaison.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under general direction from the supervisor providing critical support to the communications activities of the Faculty. The Media and Communications Officer will work with the Media and Communications Coordinator to deliver the team's key objectives. This role will undertake related tasks as requested by the Media and

Communications Coordinator and is expected to plan, organise and schedule work independently to ensure that deadlines and agreed outcomes are met.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Media and Communications Officer needs to exercise sound judgement in managing competing priorities, and in making sound decisions. The incumbent is expected to solve technical and production problems for the communications they manage. A high degree of professional judgement is required as the Media and Communications Officer will routinely make independent decisions in managing their day-to-day work. The position involves contact with a wide range of clients including Faculty and University staff, students, members of the legal community and the general public. The Media and Communications Officer will provide advice and recommendations to various stakeholders in relation to their needs.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent requires sound knowledge and understanding of communication principles and practices. With experience in communications, public relations or similar, the incumbent will fully appreciate the strategy underpinning agreed communication plans, and be able to contribute to the delivery of plans confidently and competently to deliver anticipated outcomes. They will ideally have knowledge of the legal profession and/or the higher education sector.

4. *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.

5. 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.

6. Other Information

6.1 ORGANISATION UNIT

www.law.unimelb.edu.au

Melbourne Law School is Australia's first all-graduate law faculty. Melbourne Law School was the first faculty in Australia to teach law, and awarded this country's first law degrees. The Law School is now fully graduate with its Juris Doctor for admission to practice recognised as a high level qualification in Australia and beyond. Coupled with the unrivalled excellence of the Melbourne Law Masters and its excellent Research Higher Degree programs, the Law School offers a unique opportunity for the integration of scholarship and teaching.

Its faculty is a vibrant community of creative scholars, committed to a highly collegial, research-intensive institutional life. The Law School has particular strengths in comparative analysis. It aims to integrate teaching with research and engagement activities and to engage with local, national and global communities.

The Law School is a single department faculty located in a custom designed building in University Square. The Law School has approximately 2,200 graduate students (including JD, Melbourne Law Masters and Research High Degrees).

Research

The international reputation of the School is closely linked to the range and quality of its research programs.

The School has several research institutes, centres and groups which provide a focus for scholarly interaction, including:

Centre / Institute	Director
ARC Laureate Program in Constitutional Law	Professor Adrienne Stone
ARC Laureate Program in International Law	Professor Anne Orford
Asian Law Centre (ALC)	Professor Pip Nicholson
Asia Pacific Centre for Military Law (APCML)	Associate Professor Bruce Oswald

Centre / Institute	Director
ARC Laureate Program in Constitutional Law	Professor Adrienne Stone
ARC Laureate Program in International Law	Professor Anne Orford
Centre for Comparative Constitutional Studies (CCCS)	Professor Adrienne Stone
Centre for Corporate Law and Securities Regulation (CCLSR)	Professor Ian Ramsay
Centre for Employment and Labour Relations Law (CELRL)	Associate Professor Anna Chapman & Professor John Howe (Co-Directors)
Centre for Indonesian Law, Islam and Society (CILIS)	Professor Tim Lindsey
Centre for Media & Communications Law (CMCL)	Professor Andrew Kenyon and Professor Megan Richardson (Co-Directors)
Competition Law and Economics Network (CLEN)	Professor Caron Beaton-Wells
Centre for Resources Energy and Environmental Law (CREEL)	Professor Michael Crommelin
Civil Justice Research Group	Mr Gary Cazalet
Electoral Regulation Research Network (ERRN)	Associate Professor Joo-Cheong Tham
Global Economic Law Network	Professor Andrew Mitchell
Institute for International Law and the Humanities (IILAH)	Professor Sundhya Pahuja
Intellectual Property Research Institute of Australia (IPRIA)	Professor Megan Richardson and Associate Professor Kwanghui Lim (MBS)
Obligations Group	Professor Elise Bant and Professor Matthew Harding (Convenors)
The Tax Group	Associate Professor Mike Kobetsky and Ms Sunita Jogarajan (Co-Directors)
Transactional Law	Mr Andrew Godwin

6.2 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>.

6.3 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.

6.4 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>