



## POSITION DESCRIPTION

Melbourne Graduate School of Education

### Communications Officer

<b>POSITION NO</b>	0034158
<b>CLASSIFICATION</b>	PSC 6
<b>SALARY</b>	\$79,910 - \$86,499 p.a.
<b>SUPERANNUATION</b>	Employer contribution of 9.5%
<b>WORKING HOURS</b>	Full time
<b>BASIS OF EMPLOYMENT</b>	Fixed term contract for 12 months Fixed term reason: Replacement Staff Member
<b>OTHER BENEFITS</b>	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
<b>HOW TO APPLY</b>	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Marisa Saeter Tel +61 3 9035 6484 Email <a href="mailto:marisa.s.saeter@unimelb.edu.au">marisa.s.saeter@unimelb.edu.au</a>  <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](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The Communications Officer plays an important role in engaging key audiences through developing and delivering high quality and integrated communications across multiple platforms.

The position is part of the Marketing team of the Melbourne Graduate School of Education (MGSE). This team is responsible for the development and implementation of MGSE's student recruitment and external engagement strategy, and objectives through the promotion of the School's graduate courses, research, academics, students and alumni, and by hosting high profile public events such as the Dean's Lecture series.

The Communications Officer contributes to the delivery of communication functions that support the MGSE brand and reputation through the creation and management of content across print, digital and multimedia platforms, including website, social media, video and audio. It also assists in the effective management of media opportunities and issues.

Reporting to the Communications Manager, the Communications Officer will work closely with other members of the MGSE marketing and communications team, staff within MGSE research centres and hubs and colleagues in University Services.

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

- Produce media and communications content for print, online and social media distribution.
- Drafting, editing and delivery of high quality internal and external communications across print, digital, traditional media, social media, email direct marketing, video and podcasts.
- Coordinate media enquiries and opportunities, including through the development and distribution of articles, media releases and other key materials.
- Review and maintenance of the News section of the MGSE website.
- Monitor and develop content for MGSE social media channels and coordinate the use of University and other faculty's channels where appropriate.
- Contribute to the surveying and monitoring of the effectiveness of channels in relation to the MGSE communication strategy.
- Assisting in delivering internal communications to drive organisational change.
- Review use of the University of Melbourne's new brand architecture within the MGSE, ensuring consistency across all activities and centres.
- Work on major MGSE events, including Awards Evening, Dean's Lectures and Open Day.
- Work with other members of the marketing and communications team to produce content for MGSE publications, including for the purposes of recruitment and engagement.
- Maintain effective collaborative relationships with MGSE academics, research centres and other members of MGSE as well as colleagues from University Services and partner organisations.

- 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 responsibilities as outlined in section 5.

## ***2. Selection criteria***

### **Essential**

- Completion of a relevant degree in Communications or Media with subsequent experience, or an equivalent combination of relevant experience and/or education/training in either the tertiary education, government or not-for-profit sectors.
- High level writing and editing skills and evidence of content development for multiple channels, including print, website and social media.
- Understanding of the production process for print and digital publications, including working with designers.
- Experience in media liaison, including the ability to source and produce news stories that support strategic objectives of the organisation.
- Strong organisational and project management skills and a proven capacity to work on multiple projects simultaneously in a fast-paced environment.
- Proven experience maintaining, reviewing and editing a website and social media channels.
- Excellent interpersonal skills, particularly in liaising effectively with a wide range of internal and external stakeholders.
- Demonstrated ability to work efficiently both independently and as part of a team.

### **Desirable**

- Prior experience in the tertiary education sector.
- Experience in web content management systems, such as Squiz Matrix or similar, and analytics tools such as Google Analytics.
- Experience with social media management and analytics tools such as Hootsuite or similar.
- An understanding of audio visual media production.

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

### **3.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The incumbent will work collaboratively and with the guidance of the Communications Manager and the rest of the Marketing team, to deliver agreed projects and communications activity.

### **3.2 PROBLEM SOLVING AND JUDGEMENT**

The Communications Officer will be required to exercise sound judgement when engaging with media, solving problems and resolving issues as they arise. This will include working productively with team members and colleagues in the Marketing team, other parts of the University and external service providers.

### **3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The Communications Officer will be required to apply a sound knowledge of the field of communications and media, stakeholder relations, prospective students, MGSE courses and research and University principles to the role.

### **3.4 RESOURCE MANAGEMENT**

The incumbent will be required to work with allocated budgets and maintain accurate records of expenditure.

### **3.5 BREADTH OF THE POSITION**

The position has responsibility for delivering MGSE communications projects and activities to build MGSE's reputation and strengthen engagement with key audiences. The incumbent will liaise with colleagues across the University, particularly those in the External Relations team of University Services.

## ***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 strive 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

Melbourne Graduate School of Education

### 6.2 BUDGET DIVISION

#### *Our Vision:*

A society in which education enables full and equitable participation.

#### *Our Mission*

Through effective collaborations, we will deliver:

- ▶ relevant, high quality, high impact research
- ▶ research-informed, clinical teacher education that develops graduates with the capacity to inspire and improve individual learning outcomes
- ▶ outstanding quality postgraduate studies for professionals.

The Melbourne Graduate School of Education (MGSE) is Australia's number 1 and among the world's finest for Education (QS World Rankings by Subject).

MGSE is a hub of high impact research and teaching. Home to a number of internationally recognised experts, we are at the cutting edge of teaching and research in our field.

Part of the University of Melbourne's Parkville campus, we are based at 234 Queensberry Street and 100 Leicester Street. Our buildings are designed specifically for graduate education students, offering a range of contemporary learning and social spaces.

Our flagship Master of Teaching is based on a clinical approach to teaching, and is a significant shift away from traditional approaches to teacher education. We also offer a range of professional development and higher degree research courses for people working in education and related professions. A large number of significant research projects are based here, and we work closely with local, national and international partners on a wide range of projects across education and related disciplines.

For more information about us, visit: [education.unimelb.edu.au](http://education.unimelb.edu.au)

### 6.3 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>.

#### 6.4 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.

## **6.5 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>