



POSITION DESCRIPTION

Australian Mathematical Sciences Institute
Faculty of Science

Marketing and Communications Coordinator - AMSI Intern

POSITION NO	0043534
CLASSIFICATION	PSC 7
SALARY	\$88,171 - \$95,444 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed-term position available until 31 December 2020
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	New
HOW TO APPLY	Online applications are preferred. Go to http://hr.unimelb.edu.au/careers , under 'Job Search and Job Alerts', select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Ms Mari Ericksen Tel +61 3 9035 9669 Email mari@amsi.org.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our websites:
about.unimelb.edu.au/careers

Position Summary

AMSI Intern is Australia's leading national PhD internship program, delivering research solutions—from across all disciplines—for challenges facing business. The program provides a platform for industry to engage and attract talent into their organisation through short-term, four-to-five month, tightly focused research projects enhancing the postgraduate experience. In 2017 AMSI Intern will undergo major expansion that will require a new name, branding and launch. The program will be driven by targeted marketing campaigns to increase brand awareness and generate business leads.

Reporting to the Marketing and Communications Manager, the incumbent will be responsible for the development, implementation and delivery of robust marketing strategies to penetrate a broad range of market segments, encompassing branding and positioning, digital and social media, events, networking and outreach activities for AMSI Intern.

Key marketing and communication initiatives will target SMEs and big business from both public and private industry sectors, government agencies, AMSI Member universities, stakeholders, and PhD students.

1. Key Responsibilities

1.1 PLANNING AND ADVICE

- ▶ Plan and deliver the Marketing and Communications function for the AMSI Intern program within the context of the overall AMSI Marketing and Communications Strategy, where relevant;
- ▶ Provide strategic senior administrative support and advice to senior staff in AMSI Intern and provide data for reporting to the Executive and funding partner;
- ▶ Work with internal and external stakeholders to deliver strategic marketing advice and planning;
- ▶ Identify, profile and understand the target audience for AMSI Intern. Use existing research and commission formal research to understand priority target audiences (industry decision makers, partners, interns, members) - identify barriers, drivers and motivators to change;
- ▶ Identify key messages to engage with audience segments, establish clear call to actions and achieve KPIs;
- ▶ Scope, plan and implement projects and advise senior management on CRM functionality to innovate and streamline work processes and reporting.

1.2 COMMUNICATIONS

- ▶ Develop an overall marketing and communications plan for AMSI Intern, and co-ordinate delivery of that program;
- ▶ Develop and review timetable for regular AMSI Intern media releases, communications and other strategic outreach activities in accordance with the agreed project proposal, KPIs and contract;
- ▶ Develop and implement processes to ensure AMSI Intern presents a consistent message, look and feel, and branding, with respect to all communications and outreach activities;

- ▶ Measure and report on the results of marketing initiatives to senior management to ascertain impact and reach. Investigate and recommend the effective use of new media and communications mechanisms;
- ▶ Develop and maintain an effective network of stakeholder contacts.

1.3 SYSTEMS MANAGEMENT

- ▶ Implement and manage marketing and sales systems, including the customer relationship management (CRM) system Salesforce, to streamline AMSI Intern communications, data and activity analysis;
- ▶ Develop, implement and adhere to policies and procedures around data security and sensitivity to ensure data integrity and data protection laws are adhered to.

1.4 CORPORATE RELATIONS

- ▶ Manage and develop relationships with key stakeholders, including Government, business partners, industry and media, the University of Melbourne and government agencies in conjunction with other AMSI Intern senior staff.

1.5 OTHER

- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6;
- ▶ As required by the Marketing and Communications Manager, participate in administrative and other responsibilities to support AMSI activities.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Completion of a relevant tertiary degree with significant relevant experience and management expertise in strategic marketing and corporate communications;
- ▶ Demonstrated experience in developing and delivering strategic marketing activities to drive business development in a complex organisation;
- ▶ Demonstrated experience copywriting across marketing and media channels including print, digital and social, and high level professional proofreading, editing and desktop publishing skills;
- ▶ Highly developed skills in written and verbal communication and proven ability to clearly communicate complex information and ideas in a succinct and concise way for a broad audience of stakeholders;
- ▶ High level computer literacy skills in Microsoft Office Suite, content management systems and relevant marketing automation systems;
- ▶ Highly developed organisational, analytical and problem solving skills including the ability to prioritise and manage competing work demands;
- ▶ Demonstrated ability to manage a wide range of stakeholders and experience in working collaboratively to develop strong and lasting partnerships both internally and externally, and extend your influence in national professional networks.

2.2 DESIRABLE

- ▶ Demonstrated experience launching a new brand;
- ▶ Experience using customer relationship management (CRM) systems;
- ▶ Experience within the industry and university engagement, industry or tertiary education sector and/or not for profit sector.

3. *Special Requirements*

- ▶ Willingness to undertake occasional interstate travel;
- ▶ Some out of hours work may be required.

4. *Job Complexity, Skills, Knowledge*

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent reports to and works under the broad direction of the AMSI Marketing and Communications Manager. The Marketing and Communications Coordinator requires a high degree of independence and delegated responsibility. Initiative and commitment are required, liaising with and reporting to the Manager as required.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing Communications Coordinator is required to use creative thinking and initiative to keep abreast of new and innovative solutions. Agility and well-developed Public Relations skills and the ability to analyse a problem and present a constructive solution is a critical element to success in this role. The incumbent needs to be able to undertake a number of projects simultaneously, which requires sound time management to meet specific deadlines.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Marketing and Communications Coordinator will need to have a very high level of knowledge of AMSI Intern and AMSI, including major stakeholders as well as media outlets.

The incumbent is expected to have a demonstrated high level of knowledge of marketing strategy and marketing systems, and experience in developing plans to generate revenue. As such, the position requires the incumbent to remain abreast of developments in marketing strategies, within the context of AMSI Intern's core goals.

Detailed knowledge of Faculty and University policies and procedures related to publishing, communication and all associated areas of legislative compliance is required, or the ability to quickly acquire such knowledge.

4.4 RESOURCE MANAGEMENT

All staff are responsible for the effective management of their time and other resources and are expected to suggest ways that the team could more effectively complete its core business without compromising customer service and administrative standards.

4.5 BREADTH OF THE POSITION

The incumbent is responsible for monitoring the marketing budget in conjunction with the Marketing and Communications Manager and National Program Manager, AMSI Intern.

This position is multi-functional and requires application of a variety of management skills. Efficient personal management, organisational and problem solving skills are essential, as is the ability to handle varying workloads.

The incumbent must have well developed communication skills, with the ability to deal with a wide range of range of individuals, from internal staff to external stakeholders and key corporate and government contacts.

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/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel

7. Other Information

7.1 7.1 AUSTRALIAN MATHEMATICAL SCIENCES INSTITUTE

www.amsi.org.au

The Australian Mathematical Sciences Institute (AMSI) is located at the University of Melbourne and is a departmental unit in the Faculty of Science. It is situated at Building 161 on the university's main campus in Parkville.

AMSI was established in November 2002 with initial funding of \$1M from the Victorian Government's Science, Technology and Innovation Infrastructure grants program and matching funds from a member consortium of Australian universities and other mathematical organisations.

AMSI's mission is the radical improvement of mathematical sciences capacity and capability in the Australian community.

AMSI is a joint venture partnership of 12 universities with membership made up of an additional 16 universities, 5 Government agencies and 5 mathematical and statistical societies.

Since its inception AMSI has developed as a nationally and internationally recognised centre for the mathematical sciences with achievements ranging across:

- Representation of its members and the wider mathematical community in communicating the strengths, importance and vital benefits of mathematics and statistics to journalists, university administrators, politicians, public servants and industrialists;
- Significant participation in and support of high-level submissions to governments;
- Successful organisation of wide-ranging industry-linked activities;
- Enhancement of the national level of competency in school mathematics through provision of well researched, well written mathematics textbooks and teacher resource materials, teacher professional development and electronic teaching aids;
- On-going provision of activities at higher education level including postgraduate and specialist courses and workshops.

7.2 FACULTY OF SCIENCE

<http://www.science.unimelb.edu.au>

Science at the University of Melbourne is the most highly ranked Faculty of Science in Australia.* Science is defined by its research excellence in the physical and life sciences and is at the forefront of research addressing major societal issues from climate change to disease. Our discoveries help build an understanding of the world around us.

We have over 150 years of experience in pioneering scientific thinking and analysis, leading to outstanding teaching and learning and offer a curriculum based on highly relevant research, which empowers our STEM students and graduates to understand and address complexities that impact real world issues and the challenges of tomorrow.

We aspire to engage the broader community with the impact that Science has on our everyday lives. Through the strength of our internships and research project offerings, our students are provided opportunities to engage with industry partners to solve real-world issues.

The Faculty of Science has over 50,000 alumni and is one of the largest faculties in the University comprising seven schools: BioSciences, Chemistry, Earth Sciences, Ecosystem and Forest Sciences, Geography, Mathematics and Statistics, and Physics.

The Faculty is custodian of the Bio21 Molecular Science and Biotechnology Institute, Office for Environmental Programs and home to numerous Centres.

Science manages more than \$290 million of income per annum, with a staff base in the order of 270 professional staff, and more than 580 academic staff.

We offer a range of undergraduate, honours, graduate and research degrees; enrolling over 8,600 undergraduate and 2,440 graduate students. The Faculty of Science is the custodial Faculty for the BSc (Bachelor of Science). The Faculty of Science is a leader in research, contributing approximately \$70 million in HERDC income per annum. The Faculty of Science is highly research focused, performing strongly in the ARC competitive grants schemes, often out-performing the national average. The Faculty of Science is currently growing its competitiveness and standing in the NHMRC space.

The Faculty of Science provides community services and industry partnerships based on a solid foundation of research in the pure and applied sciences. The Faculty has an endowment of approximately \$56 million. The annual income from the endowment supports more than 120 prizes, scholarships and research awards.

*Figures from the latest available data for 2015, including published international rankings data.

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>