



POSITION DESCRIPTION

Melbourne Graduate School of Education
Melbourne Centre for the Study of Higher Education

Communications Coordinator

POSITION NO	0038441
CLASSIFICATION	PSC 7
SALARY	\$88,171 to \$95,444 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time (1.0 FTE)
BASIS OF EMPLOYMENT	Fixed term position available for twelve months Fixed term contract type: Replacement staff member
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	Julie Blasioli Tel +61 3 8344 0574 Email julieb@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 Melbourne Centre for the Study of Higher Education (Melbourne CSHE) is a leading University, national and international centre for professional development and executive education, research, research training and engagement in the field of higher education.

The Communications Coordinator will work with the Centre Manager to ensure the quality, consistency and timeliness of the Centre's communication to a wide range of audiences. This role will involve working collaboratively with colleagues on the development and implementation of coordinated communications strategies to promote award and non-award programs. This role has a strong emphasis on strategic communications, stakeholder engagement and brand strategy. Exceptional communication, writing and editing skills, brand management experience and project management abilities are key to the success of this role, along with an ability to tailor communications to the particular needs of staff across the tertiary education sector.

The role will contribute to the development of the Centre for the Study of Higher Education as a leading University, national and international centre for professional development and executive education, research and research training, and engagement in the field of higher education. The role will be part of a team of professional staff who support the quality of the Melbourne CSHE's suite of research and development programs, including the LH Martin Institute for Tertiary Education Leadership and Management. This role reports to the Centre Manager.

1. Key Responsibilities

- ▶ Work with the Melbourne CSHE leadership group to develop short term and long term communications strategies and plans through to implementation to achieve the Centre's strategic objectives
- ▶ Develop and maintain the Centre's website.
- ▶ In conjunction with program staff, develop an event specific promotional plan for each program/ activity (eg short courses, award programs) and implement promotional activities which may include liaison with institutions and key staff, advertising (print and online), web based promotion, distribution of promotional materials etc.
- ▶ Independently coordinate the production of promotional material, including writing, editing and production, for the Centre's suite of award and non-award programs, as part of a coordinated strategy for the timely distribution of information related to a developing program.
- ▶ With a high level of independence, develop promotional material for online and hardcopy distribution, including drafting and proofing copy, and managing the design and production for communications, brochures, advertising and other media. Activities may include:
 - Writing and developing promotional brochure/s to promote understanding of the work and role of the Centre
 - Writing, collating and editing material for regular electronic newsletters both event related and issues based
 - Developing and coordinating the production of Centre newsletters, annual reports, research reviews and similar publications with the aim of improving awareness of the Centre's activities and current tertiary education issues.
 - Writing targeted letters for various audiences to accompany marketing

- Working with Centre staff to develop articles or other material on tertiary education issues for both Centre publications and other University or national media
- ▶ Coordinate sponsorship, advertising and other promotional opportunities
- ▶ Develop new or innovative approaches to promoting the Centre to its key audiences
- ▶ Coordinate the Centre's media relations including through ongoing liaison with the Melbourne Graduate School of Education and University media relations staff and ensure that the Centre presents a relevant, consistent and integrated message to stakeholders – external and internal – by adhering to the Melbourne Graduate School of Education and University policy and style guides.
- ▶ Work with the Centre's collaborative partners to facilitate joint promotion of programs
- ▶ Liaison with institutions and sector groups, including management of a coordinated program of communication with key client groups.
- ▶ Liaison with marketing services staff of the Melbourne Graduate School of Education and central University marketing units in ensuring optimal use of resources and joint promotional opportunities.
- ▶ Develop new or innovative approaches engaging the Centre's alumni including social network technologies.
- ▶ Undertake project work and research on matters relating to the work of the Centre. This could include the gathering and analysis of relevant data and information, program evaluations, marketing and promotional activities, assistance in the development of conference papers, presentations and publications, and the development of briefing and background papers.
- ▶ Play a key role in supporting the delivery of the Centre's programs including providing support at events including short courses, seminars, conferences etc.
- ▶ Provide the Centre's Leadership Group with regular web analytics and other reports on the communication strategy and outcome of the Centre.
- ▶ Supervise communication interns and casual staff as required.
- ▶ Occupational Health and Safety (OH&S) responsibilities as outlined in section 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A relevant degree or diploma and extensive experience or an equivalent combination of qualifications and experience
- ▶ Demonstrated ability to write and edit high quality material for a range of publications/media, both print and electronic, and for particular audiences
- ▶ Selection criteria
- ▶ Experience in the design, development and production of print and web based promotional material
- ▶ Demonstrated ability to develop and implement a structured communications strategy
- ▶ Strong administration and project management skills, including the capacity to prioritise a range of tasks, manage time effectively and meet tight deadlines in a busy and demanding role

- ▶ Advanced computer skills using word processing, spreadsheet, database and PowerPoint software
- ▶ Excellent communication and interpersonal skills, including the ability to present information clearly both in writing and in person, persuade and negotiate, and interact effectively with tact and discretion in dealings with academic and administrative staff across all levels
- ▶ Ability to work both independently and as part of a team

2.2 DESIRABLE

- ▶ Demonstrated experience in the administration and coordination of high quality events, courses and/or other public programs
- ▶ Knowledge of tertiary education structures and policies within Australia and New Zealand
- ▶ Demonstrated experience in web design and content management
- ▶ Demonstrated experience in InDesign and Photoshop software packages
- ▶ Experience in and/or understanding of media relations

3. *Job Complexity, Skills, Knowledge*

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Communications Coordinator receives broad direction from the Centre Manager, but works with a high level of independence and is responsible for managing his/ her own projects. The formal reporting arrangement is to the Centre Manager.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Communications Coordinator implements Centre, Melbourne Graduate School of Education and University policies and procedures, providing advice, solving problems and exercising judgement. A high level of interpersonal skill, diplomacy and discretion is required. The incumbent is expected to demonstrate high levels of initiative and innovative problem solving skills in finding and developing solutions, as well as judgement about when to seek further advice.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Communications Coordinator needs to develop a strong understanding of the Australian and New Zealand tertiary education sectors along with a knowledge of Centre, Melbourne Graduate School of Education and University programs, policies and procedures and how they interact. The incumbent must be able to implement changes to policies and procedures within agreed timelines.

3.4 RESOURCE MANAGEMENT

The Communications Coordinator will contribute to efficient resource management across the Centre's programs including reconciliation of income and expenses for marketing and communication activities, delivering these activities within an agreed budget, and managing effective negotiations with suppliers.

3.5 BREADTH OF THE POSITION

The Communications Coordinator communicates both externally and internally with a wide range of clients including senior academic and professional staff and their offices from across the tertiary education sector. He/she will regularly liaise internally with staff from the Centre, Melbourne Graduate School of Education and across the University, including marketing and communications staff, and externally with potential students, program participants, collaborative partners, service providers and representatives from educational organisations and external bodies.

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 strive 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

The Melbourne Centre for the Study of Higher Education (Melbourne CSHE) is a research centre within the Melbourne Graduate School of Education (MGSE). The Melbourne CSHE provides professional development and related programs and services to the University, international fee-for-service programs and conducts research in the field of higher education.

Melbourne CSHE offers an integrated suite of academic professional development programs aligned with the triple helix:

- teaching and learning (including a major program in eLearning);
- researcher development (including programs for RHD candidates, ECRs and research leaders);
- engagement development;
- Indigenous higher education development; and
- leadership and management development programs, including major national and international programs through the LH Martin Institute for Tertiary Education Leadership and Management.

www.melbourne-cshe.unimelb.edu.au

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) has been ranked in the top five of the world in the discipline of education in the QS World Rankings by Subject 2015.

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.

6.3 FOR MORE INFORMATION ABOUT US, VISIT:

EDUCATION.UNIMELB.EDU.AU 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>