



THE UNIVERSITY OF
MELBOURNE

POSITION DESCRIPTION

Melbourne Graduate School of Education

Communications Manager

POSITION NO	0034157
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 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	Genevieve Jordan Tel +61 3 8344 1007 genevieve.jordan@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 Communications Manager is responsible for leading the Melbourne Graduate School of Education's (MGSE) engagement with the media and its audiences, and provides oversight of the MGSE's internal and external communication, social media, publishing, brand governance, and stakeholder events.

Working collaboratively with members of the MGSE leadership team, academics and colleagues across the Academic Services and External Relations portfolio and in University Services and Chancellery, the Manager is responsible for developing, delivering and evaluating the effectiveness of communications focused strategies to support the achievement of MGSE's annual business plan. The position leads the development, delivery and evaluation of MGSE's Communication Strategy, as endorsed by MGSE Executive, and the alignment of MGSE communications activity with other University strategies, initiatives and measures of best practice.

The Communication Manager leads a small team of communications and events professionals to focus effort, leverage the team's expertise and ensure high quality outcomes.

Success in this role will be demonstrated by effective management of media opportunities and issues, the effectiveness of internal communications mechanisms and delivery of high quality content, publications and events to support MGSE objectives.

The position reports to the Manager, Academic Services & External Relations.

1. Key Responsibilities

1.1 PUBLIC RELATIONS AND CONTENT DEVELOPMENT

- ▶ Coordinate MGSE's public relations function, including overseeing management of media enquiries and opportunities
- ▶ The development and creation of fit for purpose content, for distribution across a diverse range of media platforms, including content specifically for audio and video formats
- ▶ Provide guidance to staff on effective media relations and issues management
- ▶ Development of media plans, media releases and other key materials
- ▶ Quality assurance of content for multiple platforms and diverse audiences
- ▶ Supervise the delivery of public events such as the Awards Evening and Dean's Lecture Series

1.2 INTERNAL AND EXTERNAL COMMUNICATIONS STRATEGIES

- ▶ Development of strategies to facilitate effective internal communications to drive organisational change
- ▶ Development, delivery and evaluation of MGSE's Communications Strategy.
- ▶ Oversee the development of key MGSE publications, such as the Annual Review, to ensure high quality, accurate and cost effective outcomes
- ▶ Oversight of MGSE's use of the University of Melbourne brand, ensuring consistency across all activities.

1.3 MANAGE THE COMMUNICATIONS TEAM

- ▶ Build a high performing team through ongoing development of individual team members and driving a culture of innovation, service quality and excellence.
- ▶ Oversee Communication Team deliverables, including the management of events, to ensure quality control and compliance with relevant legislation and policy.
- ▶ Effectively manage allocated budgets in line with MGSE and University guidelines.

2. *Selection Criteria*

2.1 ESSENTIAL

- ▶ A postgraduate qualification in a relevant discipline and relevant experience or equivalent mix of undergraduate education and extensive relevant experience
- ▶ Demonstrated track-record of successfully working directly with the media to proactively promote the organisation and effectively manage communications issues in a complex environment
- ▶ Demonstrated experience developing and delivering internal communications strategies to drive and embed organisational change
- ▶ Demonstrated experience in developing high quality content across a diverse range of platforms, including content for use in audio and video messages
- ▶ Demonstrated experience in managing a small team and associated budgets, to foster a strong team culture and ensure effective use of resources
- ▶ A strong track record of achievement in the delivery of high quality communications tools and tactics including digital content (for websites and social media), publications and events
- ▶ Demonstrated ability to build strong working relationships with senior colleagues, staff and other stakeholders to shape discussions, drive change and influence decision making.

2.2 DESIRABLE

- ▶ Experience in the tertiary education sector.

3. *Job Complexity, Skills, Knowledge*

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent will work collaboratively with his/her supervisor, the MGSE Executive and with colleagues across MGSE, with the autonomy to take initiative in defined areas of responsibility.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Manager will be required to anticipate and resolve issues and exercise sound judgement in managing media, developing content and communications for internal and external audiences and working with colleagues in the MGSE and the wider University community.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Manager will have extensive experience managing media regarding complex issues. The incumbent will be required to use a deep knowledge of the MGSE to promote the graduate school, its staff and the impact of its courses and research.

3.4 RESOURCE MANAGEMENT

The incumbent will be required to manage a small team of professional staff, provide recommendations regarding budgets, manage allocated budgets and report on expenditure.

3.5 BREADTH OF THE POSITION

The position has broad responsibility for managing the reputation of the MGSE and managing communication with a wide variety of target audiences. The incumbent will liaise with staff at various levels across the University on communications matters, working collaboratively with colleagues at a range of levels, 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 deserve 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 MGSE is Australia's number 1 in Education and among the world's top ten (QS World Rankings by Subject). It 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

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>