



POSITION DESCRIPTION

Melbourne Energy Institute
Faculty of Science

Marketing, Communications & Events Officer

POSITION NO	0044645
CLASSIFICATION	PSC 5
SALARY	\$68,892 to \$ 79,130 p.a. (pro rata for part-time)
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Part-time (0.8 FTE)
BASIS OF EMPLOYMENT	Fixed-term position available for 12 months
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	Susannah Powell Tel +61 3 8344 6538 Email powells@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 position of Marketing, Communications and Events Officer will be located within the Melbourne Energy Institute (MEI) at the University of Melbourne. The MEI is one of the University's six interdisciplinary research institutes, and is administratively located within the Faculty of Science.

The vision of the MEI is to continue to position the University of Melbourne as a leader in energy research. Its mission is to engage communities, not-for-profit, government and research organisations with new and existing interdisciplinary energy research at the UoM.

The position of Marketing, Communications and Events Officer will join a dynamic team and be a part of a vibrant, high profile marketing and engagement program. You will work with the Director, Executive Officer and Theme Leaders of the Institute to effectively oversee all communications on behalf of the Institute in consultation with the Executive Officer. You will also manage our public events including workshops, lectures and seminars.

1. Key Responsibilities

- ▶ Produce marketing material for different MEI audiences, including prospective students, industry and government
- ▶ Produce electronic mail campaigns including external and internal newsletters and event promotion and manage content schedule
- ▶ Organise and manage MEI events, including events held on some evenings
- ▶ Maintain the MEI website
- ▶ Maintain a database of MEI stakeholders
- ▶ Preparation of activity data and monitoring
- ▶ Provide other support to the Director and Institute Manager, as required

1.1 LEADERSHIP AND COLLABORATION

- ▶ In consultation with the Executive Officer, implement an integrated Marketing, Communications and Events Strategy that directly supports the vision and objectives of the MEI.
- ▶ Further develop, enhance and safeguard the MEI's brand

1.2 INNOVATION AND IMPROVEMENT

- ▶ Evaluate and track the success of individual campaigns, social media reach and public engagement.
- ▶ Develop relationships with key media outlets to support greater dissemination and knowledge transfer of MEI supported research.

1.3 RESPONSIBILITIES AND COMPLIANCE

- ▶ As required by the Deputy Vice Chancellor (Research), provide support in the compilation of the MEI Annual Report.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Completion of a degree with relevant experience in a similar role, or an equivalent combination of relevant experience and/or education/training.
- ▶ Demonstrated experience in writing for the public.
- ▶ Previous experience in using social media as a marketing and communications tool.
- ▶ Expertise in branding and design for both web and printed materials.
- ▶ Previous experience in website management including content strategy, content production, and maintenance.
- ▶ Experience in co-ordinating events
- ▶ Excellent interpersonal and written skills in order to liaise with internal and external (including overseas) stakeholders, and to provide high level communications advice for a wide range of audiences.
- ▶ High level organisational skills with demonstrated capacity to work both independently and within a team, and to multi-task, manage competing priorities, and meet deadlines.
- ▶ Willingness to develop new skills in data management, analysis and presentation.

2.2 DESIRABLE

- ▶ Demonstrated knowledge and understanding of energy business, technology and policy issues, and the research sector at large.
- ▶ Experience of working within a University environment.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

This position will work under the general direction of the Executive Officer. You will also collaborate and seek direction from the MEI Executive, Theme Leaders and Reference Group when required. The incumbent will work independently to resolve day to day problems and in carrying out tasks and will refer issues to the Executive Officer in the absence of established procedures or where issues fall outside guidelines or require significant intervention.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing, Communication and Events Officer will coordinate the Institute's 'public face' and social media presence, and will therefore need to demonstrate sound judgement in what, and how information is communicated. Because many energy issues can be highly politicised and contentious and the incumbent must ensure that all messages are in line with the ethos of, and not potentially damaging to, the MEI.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

This position requires a high degree of organisational knowledge regarding the University's marketing and communications strategy, student administration, research

support and teaching environment. Knowledge of venue management and external relations services is essential.

3.4 RESOURCE MANAGEMENT

The position is expected to be able to effectively coordinate the delivery of MEI events and communication programs, adhering to budget requirements and other resource constraints.

3.5 BREADTH OF THE POSITION

The position acts across a range of operational activities associated with the MEI. You will be required to undertake a wide range of tasks and to interact effectively with internal and external stakeholders.

It is expected that the position will have regular contact with academic and professional staff, including central Marketing and Communications, and staff within the Faculty of Science.

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 MELBOURNE ENERGY INSTITUTE

www.energy.unimelb.edu.au

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

The School of Earth Sciences was established in 1990, following the amalgamation of the Department of Geology (founded in 1900) and the Department of Meteorology (founded in 1937). The School is one of seven schools in the Faculty of Science, and employs a total of 64 staff, including 51 academic staff and 13 professional staff. Of the academic staff, 14 have continuing (i.e. tenured) positions.

The School is one of Australia's leading Earth Sciences departments, with a reputation for high quality, broad-based research across the two main discipline areas of *Climate & Weather* and *Geology*. The School's discipline areas are currently ranked number two in Australia and number 29 in the QS World Rankings (*Earth & Marine Sciences*). The School's research program includes a long-standing, major research theme on *Climate Change (past, present & future)*, as well as other research programs incorporating broader themes across geology, geophysics, geochemistry and environmental science.

The School offers an undergraduate teaching curriculum that supports our *Climate & Weather* and *Geology* majors and extends the Earth Sciences learning experience to the wider student cohort through targeted inter-disciplinary and breadth subjects. In addition, the School offers a wide-ranging postgraduate teaching and research-training program, in support of a postgraduate student cohort that constitutes ~40% of our total student load.

By engaging with government organisations, industry, and the community, both nationally and internationally, the School is able to facilitate knowledge transfer, while also addressing the complex problems that confront our society.

6.2 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.

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>