



THE UNIVERSITY OF
MELBOURNE

POSITION DESCRIPTION

Academic Engagement
Faculty of Science

Marketing and Communications Officer

POSITION NO	0034233
CLASSIFICATION	PSC 5
SALARY	\$68,892 – \$79,130 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time
BASIS OF EMPLOYMENT	Continuing position
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	Vacant
HOW TO APPLY	Online applications are preferred. Go to http://about.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	Zoe Wall Tel +61 3 8344 4000 Email zoe.wall@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 websites:

about.unimelb.edu.au/careers
joining.unimelb.edu.au

Position Summary

Reporting to the Manager, Marketing and Communications, the Marketing and Communication Officer is responsible for supporting the Faculty of Science's strategic marketing and communications activities. This broad based marketing and communications role provides support for web content updates, editorial assistance, content development and production, event coordination, channel management and design and layout of marketing collateral produced in-house by the Faculty. The role works closely with University and Academic Services teams and Faculty of Science academics as well as professional staff, to ensure all communications are delivered at a high standard, providing accurate and targeted information to the relevant markets

1. Selection Criteria

1.1 ESSENTIAL

- ▶ A relevant tertiary qualification or an equivalent combination of relevant experience, education and training
- ▶ Experience in producing communications for online channels, including eNewsletters (using Campaign Monitor and MailChimp)
- ▶ Experience in developing targeted communication campaigns
- ▶ Experience in the management of a range of social media accounts
- ▶ Sound skills in web publishing (using a range of Content Management Systems) and website management
- ▶ Demonstrated administrative and project management skills to ensure the timely delivery of campaigns, events and collateral
- ▶ Demonstrated ability to work effectively in a team environment and or independently
- ▶ High level planning and organisational skills, including the ability to prioritise tasks within deadlines and the ability to plan, prioritise, monitor and evaluate.
- ▶ High-level interpersonal skills to enable effective liaison with a wide range of internal and external stakeholders at a variety of levels.

1.2 DESIRABLE

- ▶ Experience in the development and management of blogs, in particular Wordpress blogs.
- ▶ Experience creating publications and collateral using Adobe InDesign

2. Special Requirements

- ▶ A flexible approach to working hours is necessary, as some events are held outside normal office hours and on weekends.
- ▶ Working in this role involves regular lifting of boxes weighting approximately 10kg

3. Key Responsibilities

3.1 WEB AND ONLINE CONTENT COORDINATION AND PRODUCTION

- ▶ Maintain web pages as requested
- ▶ Contribute to the analysis of web deployment strategies, and develop regular analytics reporting
- ▶ Assist in content reviews for the development of new websites.
- ▶ Produce new web copy and rich media content as required
- ▶ Develop innovative and engaging social media content to support marketing and engagement as required
- ▶ Assist in digital marketing campaigns development, implementation and reporting

3.2 COMMUNICATIONS CHANNEL MANAGEMENT

- ▶ Co-ordinate the current student communications portfolio which includes: regular eNewsletters, print publications and collateral, web content and social media accounts
- ▶ Work closely with colleagues in the Academic Programs and Enrichment team to ensure that communications to current students are timely and accurate
- ▶ Work in conjunction with Academic Services, Student Information, to ensure communications from Faculty and University level are co-ordinated and streamlined
- ▶ Engage current students in market research, focus groups, user testing and feedback sessions to ensure that communications are relevant, appropriate and effective.

3.3 GENERAL

- ▶ Provide event coordination and support as required at the direction of the Manager, Marketing and Communications
- ▶ Contribute to team planning and strategy development.
- ▶ Other duties as required at the direction of the Manager, Marketing and Communications.
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5 or 6.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Marketing and Communications Officer receives broad direction from the Manager, Marketing and Communications and operates within the broad framework of Faculty and University policy and requirements. The Marketing and Communications Officer will work independently to plan, deliver and evaluate engaging communication activities.

The incumbent will be required to form strong working relationships with their counterparts in other faculties, as well as University Services (Academic Services, External Relations, and Student Information), with internal (Academic Programs & Enrichment, Future Students and the Faculty of Science Schools) and external service providers. The position may also require the incumbent to represent the Faculty at a variety of functions and

interact in a professional and informed manner with individuals from a broad range of stakeholder groups.

4.2 PROBLEM SOLVING AND JUDGEMENT

Well-developed problem solving skills are required. In complex situations the incumbent will consult the Marketing and Communications Coordinator or Manager. Judgement will be required in managing workload and balancing work requests from the Marketing and Communications Team. Editorial judgement will be required in relation to communications/social media copy and presentation.

The incumbent will also have the discretion to provide innovative solutions to problems during activities and within the work area. Recommendations for changing policy and current work practices would be referred to the Manager, Marketing and Communications.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Marketing and Communications Officer is required to have a good knowledge of the Faculty's marketing and engagement plans and strategies and requires a sound knowledge of marketing concepts and best practice digital and online channel management.

The incumbent should possess excellent computer skills with demonstrated experience using web content management systems, Power Point, the Adobe creative suite, project management and marketing management tools (Hootsuite, Campaign Monitor, Basecamp) and various social media channels.

4.4 RESOURCE MANAGEMENT

While there is limited budget responsibility attached to this position, the occupant will manage their own time and will coordinate, plan and review administrative processes that impact on resource allocation within the Faculty.

4.5 BREADTH OF THE POSITION

The incumbent will work with staff at all levels of the Faculty in order to gather relevant news and information. The incumbent may also work with external organisations and service providers. The incumbent will represent the Faculty and University when liaising with internal and external stakeholders, including local and international current students, academic and professional staff and other faculties and departments.

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 ORGANISATION UNIT

The Faculty Secretariat is the administrative unit for the Faculty of Science and all its teaching, research and commercial activities. The Secretariat is responsible for the policy development, planning, implementation and ongoing management of Faculty programs.

7.2 BUDGET DIVISION

<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 40,000 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 \$280 million of income per annum, with a staff base in the order of 220 professional staff, and more than 540 academic staff.

We offer a range of undergraduate, honours, graduate and research degrees; enrolling over 10,000 undergraduate and graduate students. The Faculty of Science is the custodial Faculty for the BSc (Bachelor of Science) with enrolments of approximately 6,200 students.

The Faculty of Science is a leader in research, contributing approximately \$50 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 \$50 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/index.html#home>

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/unisec/governance.html>.