

Position Description

Senior Research Communications Advisor

Position No:	50002375
School:	Graduate Research School
Campus/Location:	Melbourne Campus
Classification:	Higher Education Officer Level 7 (HEO7)
Employment Type:	Full-time, fixed term
Position Supervisor: Number:	Manager, Graduate Research School 50110145
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Graduate Research School – <http://latrobe.edu.au/grs>

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School background

The La Trobe Graduate Research School (GRS) was launched in 2015 to work with colleges, the university library, the La Trobe International division, and other partners to develop:

1. A world-class graduate research experience.
2. A compelling narrative to attract the best higher degree research candidates.
3. Timely, tailored support for supervisors and a coordinated and university-wide administration around candidature by:
 - a. bringing together key administrative functions (at central and college levels)
 - b. creating uniform processes across the University
 - c. co-ordinated candidate support and completions
 - d. providing a brokerage for all research-related service providers in the university.
4. Industry-and profession-tailored research coursework that meets the needs of emerging national and international markets.
5. Encouragement and support for candidates to gain higher degrees through publication wherever appropriate.
6. A special focus on international HDR candidates who have specific training needs and whose support requirements are different from those of coursework students.

Position context

The Senior Research Communications Advisor will play a key role in contributing to the national and international profile of the Graduate Research School by developing promotional material, marketing higher degree research and scholarship opportunities at the University in national and international forums, and communications to staff and students.

Key Areas of Accountabilities

- Provide strategic advice to the GRS Executive on best practice communication and branding which results in increasing levels of engagement among staff and graduate researchers, improving the research culture and meeting the Future Ready objectives.
- Develop and manage annual communications plan
- Develop and maintain a distinctive brand presence for the GRS and foster awareness both across the institution and externally.
- Advocate for the increased awareness and support for graduate research, research candidates and ECRs across the University. This includes increased awareness within the Divisions that provide marketing, student support, career development, teaching and learning and library.
- Develop and maintain a web presence for the Graduate Research School across the external La Trobe website, Staff Intranet, SharePoint platform as well as social media.

- Authorship and development of a full portfolio of compelling and engaging promotional material that aligns with University and industry best practice, for dissemination to external stakeholders, such as potential philanthropic, industry and university partners both nationally and internationally. This will include working closely with a range of stakeholders and enabling functions across the organisation.
- Authorship and development of promotional material for marketing graduate research and scholarship opportunities at the University to both local and international applicants. This will include working closely with a range of stakeholders and enabling functions across the organisation.
- Development and promotion of administrative forms and other collateral in multiple formats that align with University style guidelines and industry best practice. This will include working closely with a range of stakeholders and enabling functions across the organisation.
- Promote and communicate the Research Education and Development (RED) team professional development program to researchers on all campuses.
- Develop and contribute to the preparation of Graduate Research School and Board of Graduate Research reports.
- Liaise with research leaders to prepare promotional material for marketing the graduate research offering of key research areas of the university.
- Contribute to the planning of GRS-led events, including the preparation of flyers, invitations and other communications, and tasks relating to the execution of events as required.

Key Selection Criteria

- A degree in marketing or communications, or an equivalent level of professional experience.
- Demonstrated leadership skills in developing and leading the brand identity of a significant organisational unit, within a large and complex organisation.
- Demonstrated experience in the authorship of compelling and engaging content that can be adapted for web, social media, news and print-based media.
- Demonstrated ability to communicate effectively across multiple channels, using multiple mediums, which include, the web, social media, and rich media.
- Fluency and a high level of competence with the computer applications and systems required to develop communications. These include: the Microsoft Office Suite, Adobe Creative Suite, Microsoft SharePoint and the Content Management System (CMS), MySource Matrix.
- Demonstrated flexibility and capability to manage several projects in parallel and work with a range of stakeholders to ensure organisational objectives are met.
- Demonstrated strong written and editorial skills.
- Demonstrated skills in graphic design and experience with the adherence to brand identity guidelines.
- Ability to establish and nurture strong relationships with key stakeholders

Desirable

- Familiarity with the University's research portfolio and strategy.
- Postgraduate research experience, leading to the award of a higher degree.
- Experience in the organisation and management of major events.

La Trobe Values

At La Trobe we:

- take a world view
- pursue ideas and excellence with energy
- treat people with respect and work together
- are open, friendly and honest
- hold ourselves accountable for making great things happen.

For Human Resource Use Only

Initials: Date: