



## Position Description

<b>College/Division:</b>	ANU Joint Colleges of Science
<b>Faculty/School/Centre:</b>	Fenner School of Environment and Society
<b>Department/Unit:</b>	
<b>Position Title:</b>	Marketing and Communications Coordinator
<b>Classification:</b>	ANU Officer 6/7 (Administration)
<b>Position No:</b>	TBC
<b>Responsible to:</b>	
<b>Number of positions that report to this role:</b>	0
<b>Delegation(s) Assigned:</b>	TBC

### PURPOSE STATEMENT

The Marketing and Communications Coordinator provides high level, comprehensive support on a diverse range of marketing, outreach and communications activities, including the development and delivery of web-related projects, ensuring the effective and efficient delivery of activities. The Marketing and Communications Coordinator liaises with senior management and provides robust assistance and advice on a wide range of marketing, outreach and communications services, policies, procedures and guidelines, and coordinates initiatives to support the achievement of the School's strategic goals.

The Marketing and Communications Coordinator serves as the primary outreach liaison for the School and is responsible for both internal and external communications of the School and ensuring consistency of branding and communications across all areas of the School, as well as ensuring that staff and students are well informed.

### KEY ACCOUNTABILITY AREAS

#### Position Dimension & Relationships:

The Marketing and Communications Coordinator works closely with colleagues in the School and College, and with the relevant Central Divisions, liaising with and providing comprehensive marketing, outreach and communications service and advice to a wide variety of stakeholders. This position reports directly to the School Manager FSES and liaises closely with relevant School and College staff, including academic and professional staff, University alumni and external organisations.

#### Role Statement:

Under broad direction of the School Manager, the Marketing and Communications Coordinator will:

1. Coordinate operational aspects and provide high level advice and services on a wide range of sometimes complex marketing, outreach and communications matters, ensuring compliance with the University's branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements.
2. Coordinate the implementation of marketing and media strategies including advertising, digital and other publications, event and social media management, outreach initiatives and website content development. As required also oversee the activities of student ambassadors and contractors. This may occasionally require work outside of the ordinary span of hours and/or on weekends.
3. Coordinate the timely preparation and distribution of periodic and ad hoc reports, performing web content quality assurance and traffic analysis, ensuring that the information produced is accurate, presenting data with insightful recommendations and/or solutions when needed, to inform strategic decisions.

4. Contribute to new marketing initiatives and provide input to develop and improve the area's marketing and communications practices and processes, with a commitment to continuous improvement and best practice in stakeholder engagement and web-based experience.
5. Source, produce and write relevant content and stories for target audiences, to populate Fenner's platforms, and support a videographer in the production of a multimedia research series.
6. Proactively liaise with marketing and communications staff across the University, exchange ideas and information, fostering collaboration across Central and College Marketing Services to maximise the effectiveness of the communications, marketing and promotional activity undertaken.
7. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
8. Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.

## SELECTION CRITERIA

1. Degree in a relevant field with demonstrated experience in marketing and communications in a complex organisation or an equivalent combination of relevant experience and qualifications/ training. Experience in the higher education sector will be highly regarded.
2. Sound knowledge of and demonstrated experience with event and social media management and the ability to interpret and apply guidelines, policies, procedures and legislative requirements.
3. Demonstrated high level customer service and communication skills, with experience producing publications, giving public presentations and an ability to liaise effectively with stakeholders in a culturally diverse environment.
4. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make recommendations on solutions.
5. Proven organisational skills and ability to prioritise own workload and to work effectively both independently and as part of a team, meeting demanding deadlines and delivering high quality outcomes.
6. Highly developed computer skills, including using contemporary relevant office and marketing and communications tools.
7. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

*ANU Officer Levels 6 and 7 are broad banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.*

**References:** [Professional Staff Classification Descriptors](#)



# Pre-Employment Work Environment Report

## Position Details

<b>College/Div/Centre</b>	College of Medicine, Biology and Environment	<b>Dept/School/Section</b>	Fenner School of Environment & Society
<b>Position Title</b>	Communications Officer	<b>Classification</b>	ANUO6/7
<b>Position No.</b>		<b>Reference No.</b>	

**In accordance with the Work Health and Safety Act 2011 (Cth) the University has a duty to provide a safe workplace.**

- This form must be completed by the Supervisor of the advertised position and forwarded with the job requisition to Recruitment and Appointments Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see [Health Surveillance Procedure](#)
- Enrolment on relevant Work, Health and Safety (WHS) training courses should also be arranged – see [WHS Training & Induction](#)
- Consideration should be given as to whether 'Regular' hazards identified below should be listed as 'Essential' in the Selection Criteria

## Potential Hazards

<ul style="list-style-type: none"> <li>• Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a <b>regular</b> or <b>occasional</b> part of the duties.</li> </ul>					
<b>TASK</b>	<b>regular</b>	<b>occasional</b>	<b>TASK</b>	<b>regular</b>	<b>occasional</b>
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input checked="" type="checkbox"/>			
<b>NON-IONIZING RADIATION</b>			<b>IONIZING RADIATION</b>		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
<b>CHEMICALS</b>			<b>BIOLOGICAL MATERIALS</b>		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER POTENTIAL HAZARDS (please specify):</b>					

<b>Supervisor's Signature:</b>		<b>Print Name:</b>	Kate Bisshop-Witting	<b>Date:</b>	3 November 2018
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