Position description

![Federation University Australia logo]

Position title:	**Senior Communications Advisor**
Faculty and/or School/Section/VCO:	**Corporate Communications and Public Relations**
Campus:	**Mt Helen Campus. Travel between campuses will be required.**
Classification:	**Within the HEW Level 8 range**
Employment mode:	**Fixed-term appointment**
Probationary period:	**This appointment is offered subject to the successful completion of a probationary period.**
Time fraction:	**Full-time**
Recruitment number:	**849162**
Further information from:	**Ms Kara Douglas, Director, Corporate Communications and Public Relations** **Telephone: (03) 5327 6124** **E-mail: k.douglas@federation.edu.au**
Position description approved by:	**Professor Helen Bartlett, Vice-Chancellor and President.**

This position description is agreed to by:

_____   _____   _____

Employee name   Signature   Date

The University reserves the right to invite applications and to make no appointment.

Warning: uncontrolled when printed.

Authorised by:	Director, Human Resources		Original Issue:	01/11/2009
Document owner:	HR Business Partner		Current Version:	01/06/2015

CRICOS Provider No. 00103D

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Position Summary

The Senior Communications Advisor plays a key role in the Corporate Communications team. This role is focused on the development and coordination of strategic internal communications, including presentations, speeches, internal newsletters and updates on a broad range of communication channels within the University community. It requires collaboration with key stakeholders to support the continuous rollout of new and relevant updates and information. This includes providing strategic communications advice to the Vice-Chancellor and senior leadership team to support the strategic plan. While the position is primarily focussed on providing internal communications, it also includes the development of certain key external corporate communications, including the annual report and Vice-Chancellor speeches.

Key Responsibilities

1. Develop communication processes and protocols to facilitate effective internal information dissemination and ensure consistent messaging and formatting from the Vice-Chancellor's Office (VCO).

2. Develop and implement a range of internal communications templates and messaging standards in line with the FedUni Brand Standards Guidelines.

3. Provide high-level communications advice to key stakeholders incorporating key internal messaging and taking into account strategic, community and political sensitivities.

4. Work closely with the Vice-Chancellor to develop a schedule of regular communication items and events initiated and/or released from the Vice-Chancellor's Office.

5. Draft, edit and publish a range of communications materials, including speeches and presentations, to be delivered directly by the Vice-Chancellor or released across a broad range of communications channels. This includes reviewing, modifying and disseminating the Vice Chancellor's Staff Updates in line with developed VCO protocols and the FedUni Brand Standards Guidelines.

6. Redesign and manage the FedNews staff newsletter/noticeboard including editing and uploading content, and reviewing and initiating formatting in line with changes to the Federation website.

7. Contribute to writing, editing and preparing a range of corporate documents, including the University's annual report.

8. Work collaboratively with the VCO, Corporate Communications and Marketing teams to ensure internal and external messaging is consistent and professional.

9. Work collaboratively with the Corporate Communications team to assist in delivering hallmark events, including ministerial visits and other public events, aimed at raising the University's profile. The key role for the Senior Communications Advisor will be speech writing.

10. Reflect and embed the University's principles, objectives and strategic priorities when exercising the responsibilities of this position. For a complete understanding and further information, please access the Strategic Plan at: https://federation.edu.au/about-us/our-university/strategic-plan.

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11. Undertake the responsibilities of the position adhering to:

   - The Staff and Child Safe Codes of Conduct and Conflict of Interest Policy and Procedure;
   - Equal Opportunity and anti-discrimination legislation and requirements;
   - the requirements for the inclusion of people with disabilities in work and study;
   - Occupational Health and Safety (OH&S) legislation and requirements; and
   - Public Records Office of Victoria (PROV) legislation.

Level of Supervision and Responsibility

The Senior Communications Advisor works under the broad direction of the Director, Corporate Communications with a degree of autonomy. The position is responsible for developing and implementing a range of communication processes and protocols for the VCO in line with FedUni Brand Standards Guidelines.

The position is required to analyse complex information and prepare communications and key messaging to be delivered by or disemminated on behalf of the Vice-Chancellor, the VCO and other key stakeholders. The position is also required to understand strategic, community and political sensitivities when providing advice and preparing communications.

The Senior Communications Advisor is required to provide open and frank advice to the Vice-Chancellor, which at times may differ in professional opinion and require diplomatic pursuasion.

Training and Qualifications

A postgraduate qualifications or progress towards a postgraduate qualification and extensive relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.

Position/Organisational Relationships

The Senior Communications Advisor reports to the Director, Corporate Communications and has regular contact with the Vice-Chancellor and other members of the executive leadership. The position plays a key role in communicating the Vice-Chancellor's direction and vision for the University and ensuring staff are engaged. The Senior Communications Advisor is required to work autonomously and as part of a team on a variety matters and events, often with conflicting timelines and deadlines.

Key Selection Criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following Key Selection Criteria:

1. A postgraduate qualification or progress towards a postgraduate qualification and extensive experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.

2. Demonstrated understanding and experience in public relations/communications with demonstrated professional communications writing skills with attention to detail for the drafting of speeches, reports, presentations, internal newsletters and other internal and external communications on behalf of executive leaders.

3. Demonstrated interpersonal skills, including the demonstrated ability to liaise with a diverse range of people and to establish good working relationships across all levels.

4. Demonstrated verbal communication skills, including the demonstrated ability to influence at an executive level.

5. Demonstrated ability to maintain confidentiality and consider and manage sensitive matters diplomatically and discreetly.

6. Demonstrated organisational skills, including the ability to manage multiple tasks within tight timelines and competing deadlines.

7. Demonstrated ability to utilise initiative, exercise independent judgement and make decisions as appropriate.

8. Demonstrated understanding of a range of media and social media platforms including the ability to maximise the uses for consistent messaging.

9. Demonstrated alignment with the University's commitment to child safety.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.