

<b>Position Title</b>	Communications Adviser
<b>Classification</b>	Level 6
<b>School/Division</b>	Communications
<b>Centre/Section</b>	Communications SDC Central
<b>Supervisor Title</b>	Manager (Communications)
<b>Supervisor Position Number</b>	FSR 313032
<b>Position Number</b>	FSR 315868, 315869

## **Your work area**

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The Brand, Marketing and Recruitment (BMR) division provides organisational wide brand strategy and ongoing brand management, strategic marketing and planning, marketing communications activities; digital communication, research and segmentation. BMR provides sales and marketing planning and campaign assistance to help attract and recruit students. Marketing and recruitment activities planned and implemented by the BMR team are designed to help achieve the University strategic goals of brand and reputation building and attracting domestic and international students to study at UWA.

## **Reporting structure**

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Reports to: Manager (Communications)  
Dotted line reports to: Head of Central SDC

## **Your role**

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As the appointee you will, under limited direction, provide senior administrative and executive support to deliver and support the Central Units with university wide communications services. You will provide a range of communication advice and support, in line with university strategy, to key internal clients within the Central Units and will coordinate a range of communication channels.

## **Your key responsibilities**

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Provide input into the development of the university-wide internal communication strategy, liaising with Central Units to gather input and develop priorities

Contribute to and implement Central Unit specific internal communications operational plans in line with university strategy and guidelines

Maintain key internal client relationships for communications providing advice and support to internal clients on internal communications, media and PR

Provide communications support to key stakeholders including coordinating internal campaigns, advising on messaging, and producing high-quality communication materials.

Develop and distribute internal communications to internal and external stakeholders as required

Contribute ideas and content to the Vice-Chancellor's e-bulletin, Uniview magazine, Annual Report and other university-wide publications and channels.

Contribute to the development of media content opportunities (i.e. story ideas) and develop media statements, providing support for media and PR queries as appropriate

Develop and monitor relevant communication metrics, using these to guide the most effective use of local internal channels and providing the Central Unit with performance metrics

Other duties as directed

### **Your specific work capabilities (selection criteria)**

Relevant tertiary qualification or demonstrated equivalent competency (Degree in Communications, Public Relations, or equivalent)

Substantial relevant senior administrative experience working in a varied communications / public relations role

Experience in producing high quality digital communications including developing content, managing and maintaining websites, social media platforms, fact sheets, briefing notes, correspondence, presentations and e-newsletters

Highly developed written and verbal communication skills

Highly developed organisational skills to effectively plan and implement communication programs and projects

Proficiency in a range of computing skills and experience in the use of the web as a communications medium

### **Special requirements (selection criteria)**

There are no special requirements

### **Compliance**

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

The University's Code of Conduct [hr.uwa.edu.au/policies/policies/conduct/code/conduct](http://hr.uwa.edu.au/policies/policies/conduct/code/conduct)

Inclusion and Diversity [web.uwa.edu.au/inclusion-diversity](http://web.uwa.edu.au/inclusion-diversity)

Safety, health and wellbeing [safety.uwa.edu.au/](http://safety.uwa.edu.au/)