



POSITION DESCRIPTION

External Relations
Faculty of Arts

Manager, External Relations

POSITION NO	0033707
CLASSIFICATION	Senior Manager 1
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed term until January 2021
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Name: Fiona Abud Tel: +61 3 8344 2002 Email: abudf@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 website:
about.unimelb.edu.au/careers

Position Summary

The External Relations unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public and Community Education programs as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and the graduate school, as well as with the Student and Scholarly Services and Marketing and Communications. The Faculty of Arts are currently seeking an experienced senior manager to lead the External Relations team for a period of 12 months.

Reporting to the Faculty Executive Director, the incumbent is responsible for the overall leadership and strategic direction of the External Relations function within the Faculty ensuring effective integration and management of Alumni Relations, Partnerships, Public Programs and Marketing. Additionally, the role is responsible for leading and monitoring the Faculty's internationalisation strategy and initiatives in partnership with the Dean, Faculty Executive Director and the Faculty Executive. This includes working across all external engagement activities ensuring the integration of this strategy within the Faculty's research and teaching agendas.

The position is a key interface with Student and Scholarly Services and Chancellery and will use their influencing skills to advocate for the Faculty with respect to student recruitment, marketing, alumni relations and partnerships. The incumbent is required to develop, maintain, and remediate where necessary, effective working relationships with University colleagues to ensure productive and valuable working relationships.

1. Key Responsibilities

1.1 STRATEGIC PLANNING

- ▶ Support the Dean and Faculty Executive Director in carrying forward the key strategic priorities in the External Relations portfolio enabling and supporting cross Faculty engagement as required
- ▶ Provide strategic advice to academic schools and Faculty Executive on competitor activity, market dynamics, product differentiation and opportunities for revenue generation & diversification
- ▶ Lead, develop and manage the Faculty's internationalisation strategy and initiatives across all external relations functions ensuring integration of the international strategy with the Faculty's research and teaching agenda
- ▶ Oversee and develop a strategic and targeted set of activities and Faculty specific events for alumni and the broader community to underpin the Faculty's fundraising agenda

1.2 MARKETING, RECRUITMENT & COMMUNICATIONS

- ▶ Oversee the development and delivery of the Faculty and Graduate School marketing and recruitment strategies ensuring load targets are met

- ▶ Oversee the delivery of marketing activities including the production of communication and public relations material (web, print) and content for all Faculty academic programs, public events and alumni activities
- ▶ Ensure compliance with branding guidelines on all promotional and marketing material
- ▶ Develop and implement an effective social media and web strategy for the Faculty, Schools and Graduate School to further enhance visibility of Faculty programs and activities in the public domain both nationally and internationally

1.3 PARTNERSHIPS & ENGAGEMENT

- ▶ Coordinate with the Senior Development Manager – Advancement and relevant Associate Deans to ensure that advancement and philanthropic initiatives are integrated with alumni, partnership and communication strategies
- ▶ Oversee the development and strengthening of partnership initiatives as they relate to the Faculty and the Graduate School to facilitate collaboration in teaching and research, work integrated learning opportunities and potential opportunities for corporate sponsorship

1.4 RELATIONSHIP MANAGEMENT

- ▶ Build relationships and partner with heads of schools, associate deans, directors and senior managers to ensure best practice in all relevant portfolios
- ▶ Collaborate with functional experts across the University in the development of policy, systems, processes and best practice that meets Faculty requirements and supports continuous improvement and innovation

1.5 PEOPLE MANAGEMENT

- ▶ Effectively motivate, coach and manage staff to achieve goals. Provide clear performance expectations, regular feedback and document performance outcomes, ensuring poor performance is addressed and high performance nurtured and rewarded
- ▶ Accountability for leadership of staff within the External Relations portfolio to ensure functional excellence and continuous improvement
- ▶ Provision of staff management responsibilities including staff development, training, workload management, communication and information flow

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Post graduate qualifications in a relevant discipline and or equivalent mix of education and significant relevant experience
- ▶ Demonstrated capacity to think and plan strategically in respect to the preparation & monitoring of marketing, internationalisation, communications and operational plans
- ▶ Extensive knowledge of current marketing, communications and partnership techniques & channels
- ▶ Extensive experience in working with international markets to develop recruitment and alumni strategies as well as strategic partnerships
- ▶ Experience in creating advertising strategy including branding and identity management
- ▶ Demonstrated commitment to high quality client service and continuous improvement

- ▶ Staff management experience with the ability to motivate and develop a high-performance team committed to excellent customer service
- ▶ Highly developed leadership, communication and interpersonal skills, including skills in team and internal relationship building, negotiation, influencing and motivation

2.2 DESIRABLE

- ▶ Understanding of international Higher Education systems and student scholarship funding schemes
- ▶ Knowledge and application of the ESOS act and other legislation pertaining to international students

2.3 OTHER JOB-RELATED INFORMATION

- ▶ Occasional work out of ordinary hours to attend relevant events is required
- ▶ Domestic and international travel is a requirement of the role

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The role is provided with broad direction from the Faculty Executive Director and operates with a significant level of autonomy and independence. The incumbent initiates and completes many duties independently, and in the absence of established methods it is anticipated that the occupant will initiate an approach to be taken.

The role operates within a broad framework defined by strategic, business and operational plans and the budget.

The position requires excellent communication and interpersonal skills that reflect a strong customer service approach as it is required to liaise at all levels of academic and professional staff across within the faculty and across the university as well as external contacts.

The position is expected to assume responsibility for the time management and prioritisation of team tasks on a day to day basis identifying and resolving matters outside of standard policy and procedure with reference to the Faculty Executive Director as appropriate. The incumbent is expected to initiate recommendations and actions which would improve the functions of their areas of responsibility. This requires the incumbent to liaise with and encourage change within Faculty Schools and Business Units.

3.2 PROBLEM SOLVING AND JUDGEMENT

The incumbent is expected to exercise a significant level of judgement in carrying out the roles and responsibilities of the position. The position is expected to improve the Faculty's performance by encouraging and ensuring the proactive implementation of strategic initiatives, identifying problems, implementing solutions, developing innovative processes and systems and delivering high level advice, whilst being guided by University and Faculty policies. The work of this role has impact across the Faculty, University and wider community.

The role is required to coordinate a wide range of functions. Some are based on clearly defined procedures and operate within set time frames, whilst others may require considerable judgement, initiative and problem solving, and/or interpretation of rules and procedures. For

complex tasks, or in the absence of established procedures, the incumbent will be expected to use initiative to develop an effective approach and influence policy change.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The position operates in a complex environment and is expected to utilise:

- ▶ An ability to manage and deliver successful projects across teams
- ▶ The ability to lead and influence change
- ▶ Extensive knowledge of the processes required to ensure the efficient functioning of the External Relation functions within the Faculty and University
- ▶ An excellent understanding of the methods of operation of large organisations
- ▶ A very good understanding of business needs relating to External Relation functions of the five academic schools and the Graduate School of Humanities & Social Sciences schools
- ▶ A thorough understanding of University governance, University strategy and supporting enterprise systems
- ▶ A comprehensive understanding of University policies, procedures and regulations and their interrelationships
- ▶ A good understanding of the teaching programs offered by the Faculty, especially in relation to recruitment, marketing & communications

3.4 RESOURCE MANAGEMENT

The External Relations teams within the Faculty currently consists of twenty members of staff led by the External Relations Manager. The Unit is responsible for providing marketing & recruitment, communications and strategic partnerships services to the Faculty. The External Relations Manager is required to be familiar with the tasks and roles performed by all staff members. Additionally, the Manager is responsible for the performance and professional development of staff reporting to them. The incumbent is also responsible for providing where relevant strategic leadership across the Faculty.

3.5 BREADTH OF THE POSITION

The position liaises with a broad spectrum of academic and professional staff within the Faculty, and with a number of people in the wider University as well as external partners and stakeholders. The nature of these interactions includes co-coordinating with staff within and outside of the faculty to achieve new and at times unprecedented strategic projects, as well as providing advice and services to the leadership of the Faculty and partner entities. The position liaises with other sections of the University, including areas of University Services, with counterparts in other Faculties and Chancellery

The role requires an excellent understanding of the Faculty's core missions and complex arrangements in respect to national & international Universities, partner organisations, alumni, commercialisation initiatives and industry engagement

3.6 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.

4. 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/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

5. Other Information

5.1 ORGANISATION UNIT

The Faculty of Arts' mission is to support world-class teaching, learning, research and knowledge transfer through leadership, innovation and quality in information and education services, systems and technologies.

The External Relations unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public Programs, Executive and Community Education as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and graduate schools, as well as with the External Relations portfolio in University Services.

5.2 BUDGET DIVISION

arts.unimelb.edu.au

The Faculty of Arts is at the forefront of teaching and research in the languages, humanities and social sciences fields in Australia and in many cases internationally. Founded in 1853, it is one of Australia's oldest and largest faculties with approximately 400 staff and 7000 students - 6000 undergraduates and 1000 postgraduates – engaged in over 900 subjects in more than 40 areas of study. Over 600 international students from more than 50 different countries representing five continents are currently studying towards degrees offered in the Faculty.

As Australia's premier Arts faculty, it aims to provide an exciting, high-quality intellectual environment that will attract the best students and staff across a wide range of disciplines.

The Faculty of Arts maintains strong connections with leading international universities through research collaborations and student exchange programs, and nurtures relationships with government, not-for-profit and private organisations through student internship placements, research projects and community engagement.

As well as housing the Graduate School of Humanities and Social Sciences, the Faculty of Arts also comprises five academic schools:

- ▶ Asia Institute
- ▶ School of Culture and Communication
- ▶ School of Historical and Philosophical Studies
- ▶ School of Languages and Linguistics
- ▶ School of Social and Political Sciences

Our students and staff are supported by business units within the Faculty including:

- ▶ The Office of the Dean and Faculty Executive Director
- ▶ The Academic Support Office
- ▶ The Strategy, Planning and Resources Unit
- ▶ The External Relations Unit
- ▶ The Research Office
- ▶ The Human Resources Office

5.3 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>.

5.4 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/our-research/research-at-melbourne>

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.

5.5 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/governance>