



**Australian  
National  
University**

## Position Description

<b>College/Division:</b>	ANU College of Science, Health and Medicine
<b>Faculty/School/Centre:</b>	Fenner School of Environment & Society
<b>Department/Unit:</b>	Sustainable Farms
<b>Position Title:</b>	Marketing and Communications Manager
<b>Classification:</b>	ANU Officer 8
<b>Position No:</b>	TBC
<b>Responsible to:</b>	Director, Sustainable Farms
<b>Number of positions that report to this role:</b>	1
<b>Delegation(s) Assigned:</b>	0

### PURPOSE STATEMENT:

The Marketing and Communications Manager provides proactive, comprehensive support and advice to the Director of Sustainable Farms on all marketing and engagement activities and leads the development and implementation of communications activities and content for Sustainable Farms. The Marketing and Communications Manager is also responsible for a program of activities to influence the programs and policies of key institutions and industry groups to enable support for sustainable farming.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

This position is a key part of the Sustainable Farms team which delivers high quality communications activities to increase the engagement, awareness and /or adoption of sustainable farming practices. Sustainable Farms is a collaborative initiative (between the College of Science, College of Business and Economics and the College of Medicine) based in the Fenner School of Environment & Society. The Communications Manager supports the Sustainable Farms Executive Committee through the provision of support and advice on strategic engagement and communication. This position is also responsible for building relationships with internal and external stakeholders, to support the strategic objectives of the Sustainable Farms project.

#### Role Statement:

Under broad direction of the Director of Sustainable Farms, the Marketing and Communications Manager will:

1. Lead the development and implementation of an outstanding communications strategy for Sustainable Farms.
2. Provide proactive and expert advice to the Director and Research Directors of Sustainable Farms on all matters relating to marketing and communication engagement with industry and government to support uptake of policy approaches developed through the project.
3. Lead and manage Sustainable Farms' research translation and media presence, including website and social channels, radio and print media and other accessible formats for landholders and NRM managers.
4. Conceptualise, plan and deliver timely and cost-effective marketing campaigns. Manage the development, design and implementation of marketing and communications strategies. Develop strategic plans in advertising, branding, events and other outreach initiatives, web and social media management, digital publications (including print, film and animations),
5. Provide effective leadership and management of Marketing and Communications staff, ensuring that workloads are managed and all objectives and deadlines are met, supporting their career development and knowledge-sharing. Provide effective leadership and management of staff with communication and engagement responsibilities, to ensure a high performing team.

6. Assist with management of the communications and marketing budget, including setting, planning, monitoring and reporting on campaign or project expenditure
7. Perform other duties consistent with the classification for this position as required.
8. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.

### SELECTION CRITERIA:

1. Tertiary qualifications and relevant experience or an equivalent combination of experience and education/training. Communications and Marketing experience in the NRM or agricultural sector will be highly regarded.
2. Demonstrated knowledge of contemporary marketing and communications practices, including experience in planning, implementing and measuring the success of marketing activities such as search engine marketing, social media advertising, direct marketing and outreach events.
3. Demonstrated high level analytical, problem-solving and decision-making skills and experience analysing data from multiple sources to plan and design marketing and communications activities.
4. Proven ability to understand audience segments, identify their needs and develop and optimise audience centred marketing tactics to effectively engage with them. Proven high-level advice and planning skills to support senior management and experience implementing marketing policies, procedures, guidelines and strategic plans to achieve strategic goals
5. High level communication skills and proven ability to write high quality, targeted material for a range of audiences and channels, including printed publications and digital copy.
6. Demonstrated supervisory experience in a culturally diverse environment, with an ability to coach and mentor staff, to prioritise workloads and to lead the team to deliver on challenging objectives in a timely manner and on budget.
7. High level of interpersonal and consultation skills and ability to effectively liaise with stakeholders in both government and industry.
8. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

<http://hr.anu.edu.au/staff-equity/gender/general-staff-eeo-criteria>

<b>Supervisor/Delegate Signature:</b>		<b>Date:</b>	
Printed Name:		<b>Uni ID:</b>	

### References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



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# Pre-Employment Work Environment Report

## Position Details

College/Div/Centre	College of Science	Dept/School/Section	FSES
Position Title	Communications Manager	Classification	ANU Officer 8
Position No.	TBC	Reference No.	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions 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 . [http://info.anu.edu.au/hr/OHS/\\_\\_Health\\_Surveillance\\_Program/index.asp](http://info.anu.edu.au/hr/OHS/__Health_Surveillance_Program/index.asp)  
Enrolment on relevant OHS training courses should also be arranged – see [http://info.anu.edu.au/hr/Training\\_and\\_Development/OHS\\_Training/index.asp](http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp)
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see ' Employment Medical Procedures' at [http://info.anu.edu.au/Policies/\\_DHR/Procedures/Employment\\_Medical\\_Procedures.asp](http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp)

## Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties.

TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input 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 type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input checked="" 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>					

Supervisor's Signature:		Print Name:	Michelle Young	Date:	
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