



**Australian
National
University**

Position Description

College/Division:	College of Asia and the Pacific
Faculty/School/Centre:	Coral Bell School of Asia Pacific Affairs
Department/Unit:	
Position Title:	Deputy Manager Outreach and Communications
Classification:	ANU Level 8
Position No:	
Responsible to:	School Manager
Number of positions that report to this role:	3
Delegation(s) Assigned:	D6

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific (CAP) leads intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region.

The Coral Bell School of Asia Pacific Affairs is a dynamic and diverse community of scholars and professional staff. The Deputy Manager Outreach and Communications is responsible for the development and implementation of strategic marketing and communications for the Bell School working closely with the Director and School Manager to develop outreach strategies for the school.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Deputy Manager Outreach and Communications will build and maintain effective professional relationships and networks with key stakeholders within the School, the College and the ANU, and a range of key external stakeholders across the public service, business, and industry, to generate maximum impact on public policy in Australia, the Asia-Pacific region and around the world.

Role Statement:

Under the broad direction of the School Manager, the Deputy Manager Outreach and Communications will:

1. Contribute to the reputation building activities of the School through various strategic communication initiatives (both internal and external). These will include:
 - Evaluating the School's communication and outreach activities
 - Recommending and implementing strategies to improve communication of research, education and policy activities of the School both within Australia and internationally to its target markets.
2. Oversee the annual program of Bell School events and outreach activities, ensuring a strategic and planned approach to public engagement through lectures, seminars, workshops and other activities, including evaluating, monitoring, and reporting feedback from this engagement to enhance quality and shape future activities.
3. Lead the Schools online presence, including the Bell School and constituent departmental websites and social media, and ensure opportunities are maximised to communicate using innovative web spaces.
4. Regularly evaluate the success of web work and social media engagement, including setting key performance indicators, monitoring visitor statistics and other key metrics on feedback and participation and use these evaluations to inform strategic planning decisions for this activity in the future.
5. Working closely with the College Marketing and Communications team, oversee the production of marketing material, both online and in print, to ensure consistency in image, quality and impact, working in partnership with the CAP and ANU marketing offices to contribute to overall ANU branding.

6. Working closely with the Director, develop and deliver strategies for meeting the school's strategic objectives on student recruitment and targeted student mobility programs
7. Effectively supervise and motivate staff in the Outreach and Communications team, providing relevant development opportunities and ensure that performance objectives are met or exceeded.
8. Act as the primary point of contact and work closely with the College Marketing and Communications team.
9. Represent the School on committees relevant to the duties of the position.
10. Contribute to the development of procedures and practices to ensure the delivery of best practice communications, outreach and engagement.
11. Develop and maintain contacts and networks and foster collaborative relationships / partnerships with a range of stakeholders to advance engagement for the School including with alumni, other areas of ANU, universities (domestic and international), government departments and agencies.
12. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity

SELECTION CRITERIA:

1. Relevant graduate qualifications and demonstrated relevant experience in the provision of effective strategic planning and service delivery initiatives, preferably in a tertiary institution or large organisation, in the areas of marketing and communications, media, online information management. Relevant postgraduate qualifications and training will be highly regarded.
2. Proven ability to develop and implement outreach and communications strategies, including consultation with key stakeholders, establishment of priorities, monitoring and evaluating impact and preparation of reports.
3. Proven ability to design, deliver and evaluate online campaigns to deliver strategic outcomes, using a range of online media, including interactive spaces.
4. Excellent communication skills, both written and oral, including editorial skills and the ability to present and write creatively, engagingly and convincingly, as well as a proven ability to liaise and negotiate effectively, and relate to a diverse range of stakeholders.
5. Proven experience supervising staff and a demonstrated ability to work flexibly in a team environment, establish priorities, independently meet deadlines and deliver operational outcomes.
6. Demonstrated high-level of understanding of equal opportunity principles and policies and a commitment to their application in a university context

Supervisor/Delegate Signature:		Date:	
Printed Name:		Uni ID:	

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



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Pre-Employment Work Environment Report

Position Details

College/Div/Centre	CAP	Dept/School/Section	Bell School
Position Title	Deputy Manager Outreach and Communications	Classification	ANU8
Position No.		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
Enrolment on relevant OHS training courses should also be arranged – see 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

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 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 checked="" 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"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
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"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
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"/>
OTHER POTENTIAL HAZARDS (please specify):					

Supervisor's Signature:		Print Name:		Date:	
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