

SENIOR MEDIA AND COMMUNICATIONS MANAGER

DEPARTMENT/UNIT	Communications and Community Management
FACULTY/DIVISION	University Marketing, Admissions and Communications (UMAC)
CLASSIFICATION	HEW Level 9
DESIGNATED CAMPUS OR LOCATION	211 Wellington Road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The Portfolio of the Chief Operating Officer and Senior Vice-President is responsible for the University's administrative portfolio, which includes the majority of the University's internal and infrastructure support services and the link between the University and associated organisations. The portfolio ensures the effective integration of people, buildings and technology to support the University's objectives.

This position is located within University Marketing, Admissions and Communications (UMAC). The Division is focused on ensuring our audiences have the best possible experience - personalised to their interest and the way they want to engage with Monash.

We are in a state of constant transformation and always evolving, because our audiences grow, change and move between segments constantly - so we need to be nimble to meet them where they are, whether that be physically, virtually or digitally. We provide a window into Monash for our audiences to engage - and we focus on what sets us apart.

How, when and where we are seen is defined by students - future, current and past. And the industry partners we work with. We're future looking and are early adopters of all things that will aid in reaching, attracting, engaging, converting and retaining our audience. Our direction and decisions are fortified by data, backed by deep market knowledge and connections, and a collective ignition of our competitive nature to be the best. We take a digital first approach to how we reach our audiences and partners.

We set the University wide strategic admissions, marketing and communications direction and are advocates and enablers of the brand. We make sure all admission, marketing and communication execution is consistent and amplified to achieve maximum impact. We do this by working in seamless unity with our internal partners.

Functions include: admissions; student recruitment; brand; data; CX, UX and design; digital & web; video; demand generation; media; issues; crisis; and internal, external, student, alumni and corporate communications.

POSITION PURPOSE

The Senior Media and Communications Manager supports University Marketing Admissions and Communications by driving the development and curation of topical content across multiple channels in line with the University's media and communications strategies. The position is responsible for managing proactive and reactive media relations and using exceptional public relations skills to gain media pick up. This is a highly visible role providing strategic advice and counsel to senior leaders on initiatives from a media and external stakeholder perspective, helping create processes that result in effective external positioning, amid an issues rich environment with competing internal priorities.

Reporting Line: The position reports to the Group Manager, Communications working with considerable autonomy under broad direction

Supervisory Responsibilities: This position provides direct supervision for up to seven staff

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Lead and manage the operation of a complex media and communications function to deliver an integrated system of communications content and collateral, including Monash news content, proactive and reactive media relations in accordance with University policies, procedures and strategic priorities
2. Design, drive and implement strategy, provide advice on complex stakeholder and sensitive media management issues, seek positive PR opportunities and lead a team of media advisers
3. Contribute to strategic planning and the achievement of business unit and University goals as a member of the management team including the media and editorial communications strategy, Crisis and Issues Management plans and the spokesperson strategy
4. Lead and develop a highly-trained, motivated and efficient team of communications professionals with a strong service delivery focus
5. Lead and manage a work environment of continuous review and improvement of content, business practices, operational processes and service provision
6. Manage and oversee risk, compliance and quality assurance processes within media and communications, such as implementing reactive strategies and acting as the University spokesperson where appropriate, including regular monitoring and reporting on insights in accordance with University and legislative requirements
7. Develop and maintain strong partnerships with other relevant business units, functional areas, key staff and external stakeholders including journalists and other media representatives, including provision of expert advice
8. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Postgraduate qualifications and extensive, relevant experience in communications, marketing, media or other relevant discipline; or
 - extensive management experience and proven management expertise in the communications industry;
 - or an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Exceptional skills in leading, developing and delivering content and communications projects and strategies, with a proven record of successfully managing all aspects of large, complex and organisational-wide projects through to completion, including implementation and change management
3. A strong understanding of the media landscape and tools and techniques to gain pick up of media releases, both traditionally and via new media and online channels
4. Extensive experience building and promoting consistent brand awareness across a communications network organisation wide
5. Excellent management and customer service skills with proven ability to strategically manage and provide authoritative technical and policy advice at a high level
6. Outstanding planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines in a large, complex organisation
7. Demonstrated management experience in a matrix, or large and complex management structure
8. Significant staff management experience with the ability to motivate and develop a high-performance team committed to excellent service delivery
9. Highly developed analytical and conceptual skills including demonstrated ability to quickly assimilate new concepts and information and deliver positive, innovative solutions through consultation with stakeholders
10. Superior interpersonal and written and verbal communication skills with the ability to build successful relationships, influence, negotiate and achieve consensus at senior levels internally and externally to the organisation

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working with Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.