



POSITION DESCRIPTION

University of Melbourne Advancement

Communications Officer

POSITION NO	0024025
CLASSIFICATION	PSC 7
SALARY	\$88,171 - \$95,444 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed-term position available for 10 months
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 Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Valerie McFarlane Tel +61 3 9035 9632 Email val.mcfarlane@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 mission of the University of Melbourne is to grow in the esteem of future generations. To support this vision, University of Melbourne Advancement (UoMA) drives Believe – the Campaign for the University of Melbourne. Its twin goals are to raise \$1 billion of philanthropic investment and engage 100,000 alumni in the life of the University.

Located within the Alumni and Stakeholder Relations function, the Communications Officer plays an integral role in delivering a wide variety of corporate and digital communications and marketing campaigns to strengthen alumni and donor engagement and knowledge of the positive work being undertaken by the University.

Fundamental to this role will be the ability to tell compelling stories. You will need excellent written, verbal and digital marketing skills. This role liaises with colleagues across Advancement and the University, to produce bespoke content and communications for alumni, donors, prospective donors and friends of the University.

Reporting to the Communications Manager, the incumbent is responsible for the production of alumni and donor content, alongside the delivery of a strong online customer experience. The role will also have an element of corporate communications, in the form of speech writing, and the editing of news and information for a number of channels. It may include some supervision and management of casual staff.

The Officer is responsible for monitoring effectiveness of communications and marketing and proactively identifying ways to improve this.

This role plays an important role in supporting the Advancement function to match donors with their passions and develop mutual, lifelong and beneficial relationships with a global alumni community.

1. Key Responsibilities

1.1 CONTENT GENERATION

- ▶ This role is responsible for sourcing and producing content that supports the Campaign story, to be used across a number of internal and external channels both in Advancement and across the University
- ▶ The role involves conducting interviews, writing alumni, donor and student profiles, preparing copy and proofreading. In addition, the Communications Officer plays a support role for a number of other publications including the annual 3010 magazine and several donor publications. There is potential for the officer to take a lead role in projects over time.
- ▶ Work with colleagues to determine key messages and audience for communications and adapt tone and messaging accordingly

1.2 CORPORATE COMMUNICATIONS SUPPORT

- ▶ The role is responsible for creating bespoke print publications for current and potential donors
- ▶ The role will also be required to take a project management approach for alumni events and programming, including copywriting for invites and digital platforms, speech-writing, preparing briefs for senior management and some limited design work

- ▶ Periodically review web content to ensure content is up to date. The Communications team works with a casual staff member to ensure web pages and content are regularly updated and maintained. Occasional creation of new web pages required

1.3 DIGITAL MARKETING

- ▶ Using a Content Management System, upload, edit and organise content to engage alumni and prospective donors
- ▶ Use UX design to support the development of lead nurture tracks for our alumni and prospective donors, driving greater awareness of our activities and influencing behaviour change
- ▶ Support the development of sophisticated audience segmentation to engage, track and target a diverse, global alumni community
- ▶ Support the Digital Communications Manager in the implementation of a digital marketing strategy, and anticipated introduction of marketing automation software
- ▶ Use data and insights to support the Digital Communications team in amplifying our content and reinforcing a stronger customer lifecycle
- ▶ Support the communications team in a robust content marketing strategy, as part of a Digital First approach

1.4 ASSIST THE DEVELOPMENT OF COMMUNICATIONS PLANNING

- ▶ Provide input and advice to maximise the readership of various Advancement communications
- ▶ Assist in identifying ways the Advancement Office can best manage communication flows to internal and external stakeholders and contribute to the University's communication to its stakeholders
- ▶ Review communication vehicles and their effectiveness, identifying duplication or communication gaps across the University and encouraging initiatives to increase engagement with the *Believe* Campaign

1.5 RESOURCE MANAGEMENT

- ▶ Ensure communications are delivered on time and on budget. Inform the Communications Manager of any concerns about deadlines and budgets as soon as they arise.

1.6 OTHER ACTIVITIES

- ▶ Design and deliver actions designed to promote the accuracy and integrity of the data held in the Advance database
- ▶ Undertake other related tasks, as requested by Communications leadership and management in the Alumni and Stakeholder Relations portfolio
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 6

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A communications, journalism, marketing or public relations degree with relevant experience and training in journalism/communications/PR
- ▶ Strong writer and content creator, with ability to create engaging narratives with complex subject matter
- ▶ Good working knowledge and experience in digital marketing campaigns
- ▶ Experience in digital analytics, including the use of social listening and digital analytics tools
- ▶ Working knowledge of Swift Digital (or similar electronic direct mail platform)
- ▶ Experience using a Content Management System (CMS)
- ▶ High level interpersonal skills with the ability to operate effectively as part of a team

2.2 DESIRABLE

- ▶ Experience in UX design
- ▶ Working knowledge of Adobe InDesign and Photoshop
- ▶ An understanding of marketing and communications within a fundraising and/or alumni relations context (or similar)
- ▶ An understanding of the higher education sector environment

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

Working under the general direction of the Communications Manager, the Communications Officer is expected to plan, organise and schedule work largely independently to ensure that deadlines and agreed outcomes are met.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Communications Officer needs to exercise sound judgement in managing competing priorities, and in making sound editorial decisions for the publications she/he manages. The incumbent is expected to solve technical and production problems for the communications she/he manages.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent requires a sound knowledge and understanding of communication principles and practices. With experience in marketing, public relations or similar, the incumbent will fully appreciate the strategy underpinning agreed communication plans, and be able to execute the plans confidently and competently.

The incumbent will need to have or acquire good knowledge of the University's structure, processes and key networks in the communications/external relations area to ensure the Advancement communications activities complement those of the wider University and support the Advancement goals and targets.

3.4 RESOURCE MANAGEMENT

The incumbent is required to manage external contractors such as printers, designers, photographers etc to ensure delivery of agreed services and goods. The Communications Officer is responsible for ensuring programs are delivered within agreed budgets.

3.5 BREADTH OF THE POSITION

This role provides a mission-critical function for the Advancement Office, and essential support for external relations and Advancement programs across the University. The externally-targeted communications for which the incumbent is responsible have significant influence on the University's standing in the broader community and particularly to alumni and donors, who have a shared interest in the ongoing performance and standing of the University.

4. *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.

5. *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.

6. Other Information

6.1 BUDGET DIVISION

<http://advancement.unimelb.edu.au/>

The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors, and provides services to and works collaboratively with faculties and other central administration areas.

University of Melbourne Advancement (UoMA) is responsible for the coordination and delivery of Believe: The Campaign for the University of Melbourne, www.campaign.unimelb.edu.au

The completion of the first phase goal of raising \$500M for the Believe Campaign was publicly announced in March 2016 along with the intention to proceed with a second phase of the Campaign with revised goals of raising \$1B and actively engaging with 100,000 alumni by the end of 2021. The Campaign is the largest initiative of its kind in the Asia-Pacific region.

UoMA's Vision – Partnering for Impact

Advancement is a **catalyst** that leads to positive impact on the University, the city, the state, Australia and the world.

Mission

We do this in deep and genuine partnership with our generous alumni, supporters and academic colleagues.

To do this we will work in partnership with:

- **Academic and professional colleagues** to identify, curate, hone and present wonderful philanthropic and engagement opportunities that support our outstanding researchers, teachers and students and the spaces in which they live and work
- **Donors** to match and connect these opportunities to their passions
- **Alumni, friends and current students** to develop mutual and lifelong benefit by sharing skills, expertise and networks

Guiding Principles

- We are **'One Advancement'** working together towards collective goals
- We are driven both by **university strategies** and the opportunities presented by **our supporters' passions**
- We strive for outcomes through **strong partnerships that deliver impact** – both with university colleagues and with our community stakeholders
- We create opportunities for the university to come together with supporters to **make a difference in the world** and benefit the communities with whom we engage
- We build **enduring, purposeful relationships** that are stakeholder-centric and mutually-beneficial
- Our decision making and resource allocation are based on **expert knowledge, research insights and data**
- We recognise the impact of both **financial and non-financial contributions**
- We **operate sustainably** at both the organisational and personal levels

Foundation Values

Our work will be guided always by our Values:

- **Integrity** – we are honest, trustworthy, understanding and sincere
- **Collaboration** – we are supportive of each other and work as a team toward improved collective outcomes
- **Innovation** – we prize creativity and act with courage to progress our objectives
- **Professionalism** – we are committed, focused, accountable, respectful and proud of the work we do

Behaviours

We look to encourage the following behaviours across Advancement:

- **Prioritise** based on our strategic direction and purpose
- **Don't go it alone** – explore and exchange expertise, knowledge and institutional memory with colleagues across Advancement
- Be willing to **innovate and test new approaches**
- Support each other to **think, speak and act courageously** in pursuit of the best outcomes
- Be **responsive and decisive** taking both personal and collective **accountability**

6.2 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>.

6.3 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.

6.4 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>