



**Australian  
National  
University**

## Position Description

<b>College/Division:</b>	Academic Portfolio
<b>Faculty/School/Centre:</b>	
<b>Department/Unit:</b>	Office of the Deputy Vice-Chancellor (Academic)
<b>Position Title:</b>	Communications and Engagement Manager
<b>Classification:</b>	ANU Officer 8 (Administration)
<b>Position No:</b>	
<b>Responsible to:</b>	Director, Academic Initiatives (Service Improvement)
<b>Delegation(s) Assigned:</b>	D8

### PURPOSE STATEMENT:

The Academic Portfolio (the Portfolio), under the leadership of the Deputy Vice-Chancellor (Academic), supports the achievement of strategic University academic goals, particularly in relation to student administration, academic standards, excellence and innovation in curriculum, learning and teaching, academic digital infrastructure, and careers and employability.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

The Communications and Engagement Manager leads the day-to-day provision of all communications and engagement related activities for the Portfolio. They will be responsible for ensuring the implementation of the Academic Portfolio communications strategy and supporting services; including content strategies, communications plans, UX, content development and operational management of content delivery.

They provide high-quality, professional support and advice on strategic and operational aspects, build professional relationships with internal and external stakeholders, lead initiatives and deliver projects on a wide variety of topics, and support the achievement of the Portfolio and University strategic objectives.

#### Role Statement:

Under the broad direction of the Director, Academic Initiatives (Service Improvement) the Communications & Marketing Manager will:

- Develop and deliver integrated, creative communication content for the Portfolio, and communications plans aligned with the University strategy.
- Provide operational management of the communications strategies and communications plans.
- Provide strategic and operational advice to internal stakeholders regarding academic and education engagement and communications, including through training, with a customer service-driven focus.
- Lead the development and creation of engagement communications content and materials.
- Ensure regular review, analysis and reporting of communications channels and services to support engagement activities and inform improvements.
- Develop exceptional relationships within the University in order to ensure a coordinated approach to communications.
- Contribute to the strategic direction, management and development of the communications and marketing activity for the areas within the Portfolio
- Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.
- Other duties consistent with the classification of the level.

**SELECTION CRITERIA:**

1. Progress towards relevant postgraduate qualifications and demonstrated extensive experience in communication, marketing, media and content management or an equivalent combination of relevant experience and qualifications/training. Experience in a higher education environment will be highly regarded.
2. Demonstrated experience and success in implementing strategic marketing or communications programs or campaigns to a broad range of stakeholder groups, with a creative and innovative approach.
3. Excellent interpersonal, verbal and written communication and reporting skills and demonstrated experience in communications planning or content delivery. Demonstrated clear writing and communication of complex subjects is essential, as is the ability to identify and tell engaging and accurate stories in digital and print publications for a range of audiences.
4. Demonstrated ability to build networks and develop strong external relationships, and internal links and relationships within a complex organisation.
5. Demonstrated leadership skills including the ability to work collaboratively and to build, lead, motivate, train and support team members to achieve target-oriented outcomes.
6. Demonstrated ability to work flexibly, independently and within a team environment, to plan and prioritise workflow to meet deadlines and deliver high-quality outcomes, using initiative, judgement and discretion.
7. Highly developed computer skills, including proficiency using the Microsoft™ 365 toolset, email and web browsers, and familiarity with current and emerging social media platforms.
8. A demonstrated high-level understanding of equal opportunity principles and a commitment to the application of EO policies in a university context.

*The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the [Background Checking Procedure](#) which sets out the types of checks required by each type of position.*

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

**References:**

Professional Staff Classification Descriptors
Academic Minimum Standards