



STAKEHOLDER ENGAGEMENT MANAGER

DEPARTMENT/UNIT	Monash Sport
FACULTY/DIVISION	Campus Community
CLASSIFICATION	HEW Level 7
WORK LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

There's a certain feeling you get from working at Monash University. It's the feeling that you're a part of something special. Something significant. So if you're looking for the next chapter in your career, it's here. You'll be given the opportunity to challenge yourself, build on your skills, and make a significant contribution to a workplace that's filled with energetic and inspiring people. Talent thrives here - and so do truly satisfying careers. Discover more at www.monash.edu.

The **Campus Community Division** provides a range of high-quality non-academic services to students and staff at Monash. These include Monash Sport, Equity and Diversity Centre, Team MONASH, Monash Residential Services, Mental Health Programs, Safer Community Unit, University Health Services, Student Engagement & Support services and Non-Residential Colleges. For more information about the work we do, please visit www.campuscommunity.monash.edu.

Monash Sport coordinates a wide range of aquatic, indoor & outdoor sport, health, fitness, wellness and social sport services and activities for University students, staff and the wider community. Through providing these opportunities, we endeavour to enhance the health and wellbeing of our community and the on campus experience for our students & staff. We passionately believe that active bodies complement vibrant minds. For more information about the services we provide, please see our website: www.monash.edu/sport.

POSITION PURPOSE

The Stakeholder Engagement Manager is required to provide strategic communications, customer and stakeholder advice to the Monash Sport Executive team, and the operational management of Stakeholder Engagement within Monash Sport. The Stakeholder Engagement Manager is required to plan, develop, and execute communication initiatives, promotions, campaigns, and projects that engage key student, staff and community cohorts and align with the strategic plan for the Directorate. The position provides timely and accurate delivery of communications and publications, brand collateral and connection to internal and external stakeholders of Monash Sport, to positively promote the Monash Sport brand.

Reporting Line: The position reports to the Director, Monash Sport under broad direction

Supervisory Responsibilities: The position provides general direction to the Stakeholder Engagement Coordinator

Financial Delegation: Yes, in accordance with the University delegations schedule

Budget Responsibilities: Yes, in line with Key Responsibilities

KEY RESPONSIBILITIES

1. Develop and execute a highly-detailed operational customer and stakeholder engagement plan for Monash Sport, drawing on the objectives and goals which are aligned with the Strategic Plan for the Directorate and the University's strategic objectives
2. Use knowledge of industry trends to develop creative campaigns, messages and images (including staff presentation) to ensure the brand of Monash Sport and its constituent activities remain relevant to contemporary audiences and ensures appropriate market penetration
3. Provide expert advice, outputs and direction to the Monash Sport Executive team regarding the communication of services and products, pricing and branding
4. Support Team Leaders in Monash Sport business units to provide positive, relevant outputs, and advice to support the promotion and exposure of programs and services for their business unit
5. Manage the Monash Sport Stakeholder Engagement Coordinator including allocating tasks and priorities, undertaking performance management and associated line management and HR responsibilities
6. In collaboration with the Director, Monash Sport, develop processes and methodologies to collect qualitative and quantitative feedback from Monash Sport customers for relevant performance reporting
7. Design, develop and maintain the Monash Sport website and staff intranet; ensuring quality, accuracy and integration of all web content and ensuring the website meets the Monash University web style guide and content guidelines
8. Manage and oversee existing communications, publications and outputs including but not limited to The Sporting Life, Member/customer newsletters & emails, Streamline, Timeout Newsletter and social media channels
9. Develop and deliver practices that ensure Monash University sport related stories and articles retain a prominent presence and position within the University media profile
10. Develop continuously improved communications to staff, students and external stakeholders, in order to promote enhanced participation in Monash Sport programs, activities, services and events
11. Build and sustain relationships with internal and external stakeholders such as member rewards program supporters and sponsors, in order to negotiate optimum outcomes
12. Exercise strong budget management for the project(s) managed to a value of \$100,000

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - A degree with subsequent relevant experience; or
 - extensive experience and management expertise in technical or administrative fields; or
 - an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Experience in planning, implementing and reviewing customer and stakeholder engagement strategy while applying a high-level of creativity, innovation and attention to detail
3. Proven ability to work independently, and also effectively lead and coordinate a team to achieve successful outcomes

4. Excellent written and oral communication skills, with high level interpersonal skills to develop and maintain relationships with keys stakeholder at all levels, internal and external to the University
5. Strong analytical and conceptual skills, including demonstrated ability to source, analyse and disseminate information to make informed marketing decisions
6. Excellent organisational and time management skills with the ability to meet competing deadlines
7. High-level computer skills with a thorough knowledge of the Microsoft Office Suite and an understanding of the Adobe Suite of programs

OTHER JOB RELATED INFORMATION

- Current satisfactory Working with Children (Employee) Check is required
- Travel to other campuses of the University is required
- Possession of a current Victorian Driver Licence is desirable
- Shift work, overtime, out of hours (including evenings, weekends and public holidays) and on-call (including rostered on-call requirements) work may be required
- There may be peak periods of work during which the taking of leave may be restricted

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.