

Details

Area	Vice-Chancellor
Team	Communications/Chief of Staff
Location	Geelong Waterfront/Geelong Waurn Ponds
Classification	HEW level 9
Reports to	Senior Manager, Media and Corporate Affairs

Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

Overview

The Lead, Communications plays a pivotal role in profiling and protecting the university brand through media and corporate affairs communication and is integral to the success of the team, ensuring alignment with university goals and objectives. This is a specialist communications position that leads a small team primarily focused on supporting Deakin's University Services portfolio. The role works tactically and proactively on a range of complex stories and issues and provides high-level operational advice to the Senior Manager, Media and Corporate Affairs.

Reporting to the Senior Manager, Media and Corporate Affairs the Lead, Communications will:

- Manage aspects of Deakin's public and corporate profile, along with risk and reputational awareness.
- Tell and share great Deakin stories and corporate announcements that require careful internal and external stakeholder management.
- Work with colleagues across the University, and external partners, to support key strategic projects and amplify internal and external messaging.
- Align strategic priorities, enterprise values and internal activity with community expectations.
- Manage aspects of Deakin's crisis communication response, and related advice and handling.
- Lead the development, implementation, and evaluation of a multi-layered, proactive-focused media and corporate affairs strategy, with a particular focus on supporting Deakin's University Services portfolio.
- Work tactically and hands on with complex media stories, and investigate and undertake special communication projects, as required.
- Build and maintain professional and cooperative relationships with a wide range of internal and external stakeholders, including local, metropolitan and sector journalists, through a high degree of organisational and industry knowledge.
- Provide sensitive, judicious counsel across all areas of the University.
- Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance.
- Actively encourage and coach others to question traditional assumptions, promotes ideas and review practices and policies and translate into workplace improvements.
- Establish systems and procedures to guide work and track progress and strive for excellence and continually evaluate progress and effectively overcomes barriers to achieve outcomes.

Accountabilities

- Use knowledge of key business drivers to inform the development of concepts and strategies and use information from a diverse range of people, groups and resources to make critical strategic decisions.
- Translate complex issues into clear and understandable goals and targets for Deakin and encourage and coach others to question traditional assumptions and review practices and policies
- Manage workloads and resources to deliver agreed outcomes and establish systems and procedures to guide work and track progress. Continually evaluate progress and re-prioritises work based on changing needs.

- Integrate multiple data sources to seek trends and analyse specific challenges. Discusses and understand broad constructs rather than concrete examples and implement solutions, evaluate effectiveness and adjust actions as required.
- Draw on a range of information sources to identify new ways of doing things and ways of being inclusive to ensure implementation of continuous improvement strategies in own work area. Use accepted theory and practices to develop and deploy continuous improvement actions.
- Set a positive example of achievement and inspire others to succeed with ethics and recognise and reward performance and behaviours that contribute to the delivery of results and high-quality outcomes that meet the needs of a diverse range of stakeholders.
- Gain stakeholder support and generate enthusiasm about change and develop a safe environment to express views and promote inclusive and respectful issue resolution.
- Provide tailored coaching to enable individuals to deliver high quality solutions and set clear standards of expected behaviour. Lead with values, ethics and emotional intelligence to grow team resilience, inclusion and performance. Actively look for opportunities to celebrate and reward outstanding performance.

Selection

- Postgraduate qualifications and extensive relevant experience; or
- Extensive experience and management expertise; or
- Extensive experience and management expertise within a communication field; or
- An equivalent combination of relevant experience and/or education/training.
- Exceptional verbal and written communication skills, including the ability to communicate for both content and intent, and experience writing a range of communications for a variety of audiences.
- A proven ability to thrive in a high-level, detail-focused, fast-paced media and communications environment.
- A proven ability and hunger to engage tactically and manage multiple communications projects simultaneously, and to navigate short, competing and changing deadlines.
- Extensive 'start to finish' experience developing and distributing communications collateral – including staff news, feature stories, media releases, reports, plans, correspondence, and briefing papers.
- Strong internal and external relationship management experience, with a capacity for conflict resolution, relationship management and diplomacy including stakeholder management.
- Experience in handling sensitive information including managing crisis communication and providing strategic and tactical advice to senior stakeholders on media issues.

Capabilities

- **Leads Culture** creates transparent, engaged and inspiring cultures, leads culture change.
- **Develops Talent** develops inclusive, capable and engaged teams to meet organisational needs.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Improves Work** proactively improves the efficiency and quality of processes and systems.
- **Inspires Results** translates strategic priorities into reality, inspires outcomes through others.

Special Requirements

- This position may require the incumbent to occasionally work outside business hours.
- This position requires the incumbent to hold a current Working with Children Check
- This position requires the incumbent to hold a current National Police Record Check.

Note The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.