

# SENIOR COMMUNICATION AND CONTENT COORDINATOR

DEPARTMENT/UNIT	BehaviourWorks Australia / Monash Sustainable Development Institute
FACULTY/DIVISION	Deputy Vice Chancellor (Research) and Senior Vice-President
CLASSIFICATION	HEW Level 7
DESIGNATED CAMPUS OR LOCATION	Clayton campus

## ORGANISATIONAL CONTEXT

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At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#ChangeIt](#) with us.

As a leading interdisciplinary research and education institute, **Monash Sustainable Development Institute** (MSDI) is advancing the wellbeing of people and planet, for current and future generations. Monash University has a wealth of sustainable development expertise across its ten faculties. MSDI engages across Monash to bring together applied and transdisciplinary researchers, practitioners and students to advance systems transformation for sustainable

development; and provides a platform to create change through deep collaboration, working in close partnership with government, industry and communities to amplify our impact.

MSDI is also host to the Sustainable Development Solutions Network (SDSN) Australia, New Zealand and Pacific Regional Centre. We offer forward-thinking study programs and courses that enable people and organisations to engage with and respond to some of the biggest environmental, economic and social issues facing our world today. For more information, please visit [www.monash.edu/msdi](http://www.monash.edu/msdi)

**BehaviourWorks Australia** (BWA) employs researchers from a broad range of disciplines with a common interest in cutting-edge research on how to influence behaviour and implement behaviour change mechanisms and programs. With a strong focus on collaboration, it places great importance on bringing together the best people working in academia, the community, business and government to achieve effective policies, strategies and outcomes across a range of health, social and sustainability issues, all underpinned by high-quality interdisciplinary research.

BWA's work is guided by a number of sources, including State and Federal Government policies and agendas, current thinking and evidence in leading behaviour change research, industry sectors with a social or environmental agenda, and our collaborators' knowledge and experience. For more information, please visit [www.behaviourworksaustralia.org](http://www.behaviourworksaustralia.org).

Monash and the Monash Sustainable Development Institute values staff diversity and champions inclusive practices. We are committed to equitable decision making and apply the principles of achievement relative to opportunity in our selection processes.

## POSITION PURPOSE

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The **Senior Communication and Content Coordinator** provides high-level expertise and specialist advice in support of BWA's communication and engagement priorities. The role is responsible for driving a broad range of communication strategies across traditional, digital and social channels to raise the profile and reputation of BWA and to build an engaged community of brand advocates across targeted internal and external audiences.

The incumbent is accountable for developing and maintaining an extensive network of internal and external relationships to source content and secure opportunities to promote BWA's thought leadership and expertise, research, industry connections and graduate/alumni outcomes.

Success in this role will be achieved through superior client service and high-quality relationship management, compelling and rich content creation, and the ability to optimise content via multi and omnichannel strategies. In addition, the incumbent is expected to apply the highest professional standards to ensure accuracy, quality and currency of information, a cohesive and consistent brand image, and advanced time management and project management skills.

This position provides support to events and projects, along with undertaking a variety of general administrative duties to meet the operational demands of the role.

**Reporting Line:** The position reports to the Operations, Marketing and Communication Manager working under broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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1. In conjunction with key stakeholders, develop and implement BWA's strategic communication and content plan in alignment with relevant strategic plans, operational goals and service agreements.
2. Build and maintain a strong network of contacts to actively identify content ideas and capture opportunities to strengthen the position of the BWA as a leading, well-connected and inspirational provider of education, research and thought-leadership to local and international target audiences.
3. Work with the BWA portfolios to profile their people, research, achievements and experiences within and outside the University.
4. Liaise with the University's Marketing, Admissions and Communications Division (UMAC) to build external media opportunities for BWA and to ensure consistency of approach in internal and external communications.
5. Manage BWA's website, intranet and social media platforms, including but not limited to YouTube, Facebook and Twitter, and implement initiatives to grow audience reach, engagement and brand positioning by utilising contemporary social/digital content marketing strategies.
6. Plan, write and edit a range of communication and promotional materials for print, digital and social media, such as brochures/flyers, announcements, media releases, direct mail, newsletters, blogs, video/audio scripts, testimonials, and case studies for various audiences.
7. Develop rich content such as images and videos to demonstrate social proof, testimonials and case studies.
8. Maximise the value of content by leveraging multi-channel and omnichannel marketing communication strategies.
9. Work closely with colleagues to develop and implement communication plans for BWA events.
10. Develop and implement reporting and analytic frameworks to measure communication strategy effectiveness against established Key Performance Indicators and influencing targeted audiences as identified.
11. Other duties as directed from time to time.

## KEY SELECTION CRITERIA

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### Education/Qualifications

1. The appointee will have:
  - A degree qualification in public relations, communication, digital media, journalism, or a similar relevant field and extensive 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. Demonstrated relationship management and consulting skills, including interacting with, negotiating with and gain cooperation from senior internal and external stakeholders.
3. High-level interpersonal, analytical, conceptual and problem-solving skills, as demonstrated by the ability to provide expert advice to a diverse range of stakeholders, present and convey complex information and discuss solutions in a professional and engaging manner

4. Excellent and demonstrated creative and technical writing ability for a variety of mediums and in various styles, with a particular focus on distilling complex content into engaging narratives.
5. Demonstrated ability to work as an effective team member, as well as the ability to exercise a substantial level of independence, judgement and initiative.
6. Highly developed planning and organisational skills, with demonstrated experience establishing priorities, managing projects, implementing improvements and meeting deadlines.
7. Demonstrated advanced computer literacy in standard application software (such as Google Suite and project management tools like ClickUp) as well as skills in the use of web, digital and social media platforms and rich content editing tools.
8. Demonstrated high-level understanding of contemporary social media and digital trends, innovations, strategies, platforms and technologies.

## **OTHER JOB RELATED INFORMATION**

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- 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

## **GOVERNANCE**

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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.