

POSITION DESCRIPTION



Academic Services
University Services

Team Leader, Student Information

POSITION NUMBER	0043867
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PSC 8 - \$99,199 - \$107,370 per annum
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full Time (1.0 FTE) negotiable
BASIS OF EMPLOYMENT	Full time continuing position
HOW TO APPLY	<p>Go to http://about.unimelb.edu.au/careers, under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.</p> <p>Indigenous applicants are encouraged to apply.</p>
CONTACT FOR ENQUIRIES ONLY	<p>Name: Liz Cashen Tel +61 3 8344 8837 Email ecashen@unimelb.edu.au</p> <p><i>Questions about this role and its purpose are strongly encouraged!</i></p>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

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 of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

UNIVERSITY SERVICES

University Services is the shared services function for the University of Melbourne. We are dedicated to operating with a clear, responsive, respectful, user-friendly approach and this will create a problem-solving culture that empowers people to deliver their best. This component of the Melbourne Operating Model is the largest administrative unit within the University and is committed to:

- Putting the university first, by acting in the best interest of students, academics and overall strategy
- Maintaining a culture of service excellence
- Working together as one team to achieve results through collaboration, respect and expertise.

University Services is comprised of over 1,600 staff and consists of nine portfolios delivering a range of transactional services and expert advice:

- Academic Services
- Business Intelligence and Reporting
- External Relations
- Finance and Employee Services
- Infrastructure Services
- Legal and Risk
- Procurement
- Project Services
- Research, Innovation and Commercialisation

ACADEMIC SERVICES

Academic Services brings together student, academic and library services in an integrated network to support the University's core business of learning and teaching, research and engagement.

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 service for excellence and reach the targets of Growing Esteem.

ABOUT THE ROLE

Are you a communications specialist with creative flair, passion for people and a nose for data?

We are looking for an outstanding people manager with experience in communications and a passion for innovation and customer experience. Sitting within a close-knit team of 10 staff and 6 student interns, you will lead 4 communications staff to lead end-to-end campaigns for more than 22 teams in student services. You also be a key adviser across the University about best practice for current student communications.

Reporting to the Manager, Student Information, you will be encouraged to lead with energy and creativity to bring about new and different ways of approaching problems. While experience in written communications is required, the role will have a large focus on project management, innovation, and creative leadership. It will suit someone with outstanding people skills who is comfortable facilitating creative workshops, managing multiple stakeholders and using data to solve problems.

Opportunities for development within the role include formal training in Human Centred Design, Customer Experience and Prototyping, Google Analytics, and process improvement.

Position Purpose:

This is an exciting position Student Information team. Reporting to the Manager, Student information, you will be accountable for managing all student-facing campaigns delivered out of Academic Services. These include a range of digital and print channels encompassing Stop 1, the University Library and other services. You will also be a delegate for the Manager, Student Information as required. Key channels for communications include: <https://students.unimelb.edu.au/>, <https://www.facebook.com/uomstop1>,

Key Dimensions and Responsibilities:

LEVEL OF SUPERVISION / INDEPENDENCE

Working under broad direction of the Manager, Student Information, the Team Leader will exercise a high level of independence and initiative. Excellent organisational skills are required to complete day-to-day tasks as well as project tasks in agreed timeframes.

PROBLEM SOLVING AND JUDGEMENT

The Team Leader will exercise excellent problem-solving skills to develop creative and workable solutions to problems, seeking advice from others as appropriate. The role requires a high level of professional judgement in managing internal and external relationships including sensitive and important matters.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

This position must develop knowledge of the University's academic and administrative operations, its committee structures and governance processes and its policies and procedures. The Team Leader must take a "whole of University" approach when undertaking research and preparing recommendations for consideration and develop an understanding of the inter-relationships within the University of Melbourne particularly as they apply to website development.

RESOURCE MANAGEMENT

The Team Leader is responsible for making supported recommendations for resourcing requirements and ensuring that relevant digital communication activities are delivered within budget.

BREADTH OF THE POSITION

This position will often be required to liaise with a variety of staff at all levels from across the University. The position will assist with a range of concurrent activities and needs to be able to effectively manage complex information, communication and consultation processes.

OH&S and compliance: 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. These include general staff responsibilities

and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

- Demonstrate the University Services Values of University First by acting in the best interest of your employer; displaying Service Excellence by striving to deliver beyond expectations and taking ownership of the delivery; and value working collaboratively as One Team, connecting with people and building relationships in your workplace.

Management

- Lead the communications team with honesty, energy, openness and enthusiasm, ensuring optimal space for each staff member to learn and improve
- Act up in Manager's absence to lead the broader Student Information team to agreed outcomes
- Provide clear performance expectations, regular feedback and document performance outcomes, ensuring poor performance is addressed and high performance nurtured and rewarded.
- Continuously develop professional knowledge and skills, keeping up to date with new developments relevant to the role and the organisation's broader objectives.
- Provide coaching to ensure direct reports manage staff to achieve high performance

Communications Advising

- Through the lens of student experience, provide advice to service providers and other stakeholders on appropriate content, channels and messaging
- Develop and deliver quarterly campaign plans that support the broader strategic objectives of Academic Services
- Undertake research in communications best practice and develop a culture of service excellence across the team and the division.
- Advise Manager of student feedback that is of reputational risk
- Support clients to determine realistic measures of campaign success during campaign scoping

Campaign Planning Delivery

- Lead creative workshops with students and staff to develop new and innovative solutions to campaigns

- Manage the full cycle of student-facing campaigns, including client liaison, planning content development and execution.
- Manage the dissemination of information through multiple channels including the Student Portal, web, social media, wiki/intranet, newsletters and LCD screens so that students are proactively supported to self-manage and achieve positive student outcomes.
- Deliver an annual content strategy, including content and channel management plans that support the Academic Services strategic priorities.
- Coordinate student feedback sessions and report on how campaigns are meeting student need
- Source, write, edit and publish student-focused content for use in a variety of communications, including print and web-based media, ensuring compliance with content strategy and management plans.

Reporting

- Provide campaign summary and reporting, including data-based recommendations for channel effectiveness and timing.
- Work on innovative solutions that optimise digital technology for client-centred reporting.
- Ensure the provision of analytics for all coordinated channels in an accessible dashboard to inform performance.
- Develop and maintain links with internal and external networks of peers and relevant professional associations to promote best practice effectively motivate, coach and manage staff to achieve goals.

Cross-functional Team Work

- Contribute to identifying ways in which the service can enhance the student experience and make recommendations, actively participating in the implementation of new student and academic services initiatives. This includes engaging with related University initiatives.
- As part of the Student Information team, identify and develop initiatives working collaboratively with other academic service providers to ensure a student-centred and coordinated approach to services that optimises access to information for both students and staff.
- Demonstrate commitment to the shared services operating model contributing to the student information team's achievement of agreed service levels, standards and reporting requirements to deliver service excellence.

- Demonstrate commitment to actively contributing to a positive and professional work environment that fosters innovation, teamwork, high achievement, continuous improvement and job satisfaction.
- Adhere to compliance and quality assurance, in line with requirements under the University's risk management framework including OH&S.
- Participate in and contribute to coverage of peak period activities across the Division to enable Academic Services to meet its operational obligations and agreed service levels.

Selection Criteria:

The appointee will have:

1. A tertiary qualification in a relevant discipline with subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training.
2. Outstanding track record of managing teams to deliver a range of concurrent projects
3. Experience in designing and delivering information campaigns across enterprise channels
4. Understanding of how to deliver projects with a focus customer experience
5. Knowledge and skills in using multiple digital technologies to improve process efficiency
6. Strong track-record of making astute decisions to ameliorate urgent/high impact issues
7. Experience in analysing data to report on impact
8. Experience in or demonstrated capacity to facilitate groups of people to reach agreed outcomes
9. Advanced written communication skills, including writing/editing roles and developing content strategy
10. High level organisational and time management skills, including the ability to prioritise workloads, work well under pressure, and organise own work and direct reports to meet deadlines