

## Position Description

### LRHS Senior Engagement and Communications Coordinator

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<b>Position No:</b>	50147192
<b>Business Unit:</b>	Office of the Provost
<b>Division:</b>	La Trobe Rural Health School
<b>Department:</b>	University Department of Rural Health
<b>Classification Level:</b>	HEO7
<b>Employment Type:</b>	Part-Time, Fixed Term (0.8, 4 days preferred)
<b>Campus Location:</b>	Bendigo Campus
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

La Trobe University <http://www.latrobe.edu.au/about>

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## **Position Context/Purpose**

The La Trobe Rural Health School (LRHS) aims to **Make Rural Health and Wellbeing Matter** locally, nationally, and internationally through graduates and research outcomes that make a difference. We define rural as any region outside of a major metropolitan city and are proud to be based on each of La Trobe's regional campuses in Albury-Wodonga, Bendigo, Mildura and Shepparton. Our partnership with PSB Academy in Singapore adds an international dimension to our School.

We are proudly rural. We stand apart through end-to-end education and clinical placements in the regions, research addressing real-world problems in rural communities and graduates who stay and build their careers in regional areas.

Offering 14 health disciplines, we are Australia's largest rural health school and aspire to be Australia's best as measured by our graduates' success as rural healthcare professionals and our research rankings. The LRHS [Statement of Strategic Intent](#) include goals in the areas of Access, Culture, Equity, Impact and Recognition.

La Trobe University receives funding from the Australian Government under the Rural Health Multidisciplinary Training (RHMT) program as a University Department of Rural Health (UDRH). The program aims to improve recruitment and retention of health professionals in rural and remote Australia, enhancing health and wellbeing in these areas.

The program supports effective rural training for health students, develops evidence for rural training strategies, improves Aboriginal and Torres Strait Islander health and increases the number of rural-origin health students. UDRH funding enables La Trobe Rural Health School to advance rural health education, training and research, with a focus on partnerships with local communities.

The LRHS Senior Engagement and Communications Coordinator, reporting to the UDRH Executive Officer, coordinates communications and engagement activities aligned with the strategic goals of the La Trobe Rural Health School and the RHMT program.

### **Duties at this level include:**

#### **Communications strategies**

- Takes the initiative to develop and implement earned media strategies and campaigns in collaboration and agreement with the University's central media team and aligned to the University's brand, as guided by the current Media & Communications strategies and agreed KPIs as outlined in Career Success.
- Organises media events/opportunities with the University's central media and communications team.
- Develops strong, mutually beneficial working relationships with communications professionals at partner organisations such as external research institutions and government departments.
- Seeks out new and innovative ways to approach and implement cross-channel communications .
- Work closely with La Trobe's central media and communications staff to develop and execute media and communications plans and content for traditional/mainstream, industry/sector mediasocial media and other channels.
- Works with the central Media & Communications team to provide coaching and guidance in effective communications.
- Provides support and coaching for La Trobe staff, including academic staff.

### **Internal and Strategic Communications**

- Lead the school's internal communications, including supporting the Dean and heads of Department with regular staff-facing communications, such as forums and newsletters.
- Deliver and review the school's cross-channel communication strategy to build the profile, influence, and impact of the school in line with the school's strategic direction. This includes the provision of strategic communications advice and progress reporting to school leadership.
- Design and deliver project communications plans for priority campaigns, events, or projects aligned with the school communications strategy.
- Lead the development and delivery of a content pipeline showcasing the school's research, advocacy, partnerships, and programs and profiling staff, student, and alumni achievements.
- Provide strategic advice to LRHS's research centres to support continuous improvement in communications and stakeholder engagement.
- Required to write copy for other media e.g., staff communications, social media channels.

### **Collaboration and Relationship Management**

- Develops strong working relationships with La Trobe staff, including senior leaders, research, and teaching staff, to understand and promote their activities in the media.
- Collaborate with university Community Engagement, Marketing and Recruitment teams to enable coordinated and consistent communications and community engagement activities and events.
- In collaboration with the UDRH Executive Officer, support a range of engagement and improvement initiatives that support the school's strategic objectives.

### **Digital Assets and Content Management**

- Work closely with the Office of the Provost to oversee the school's digital assets, including photography, website and social media channels.
- Work closely with researchers to translate research into compelling communications to profile via school, university, and external stakeholder channels including social media and traditional media.

### **Operational and Procedural Development**

- Independently monitors, reviews and develops procedures in own functional area.
- Negotiates solutions where a range of interests must be accommodated, often requiring working with contributors with different areas of expertise.

## **Essential Criteria**

### **Skills and knowledge required for the position**

- A degree in media, public relations or communications or equivalent experience. At least four years' relevant experience as a journalist, media/public relations, or communications practitioner; or an equivalent combination of relevant experience and/or education/training.
- Excellent written and oral communication and interpersonal skills, including a demonstrated ability to understand and synthesise complex ideas into clear, succinct copy.
- A proven ability to develop excellent working relationships with internal and external stakeholders at all levels of an organisation.
- A high degree of initiative, tenacity and problem-solving skills, and an ability to manage several different projects concurrently, delivering outputs in a timely manner.
- Demonstrated experience in developing a comprehensive communications plan
- Strong self-motivation and organisational skills with an ability to manage several different projects concurrently.

- Demonstrated project management skills, and ability to independently design, deliver and evaluate communications projects around events, campaigns, community engagement projects.
- Demonstrated strategic and problem-solving skills, with the ability to propose and execute creative and innovative communications solutions.
- Demonstrate the ability to identify strong news angles, working with the University's central media team to secure media coverage.
- Show evidence of successfully leading and implementing cross-channel communications strategies, including social media and media. Achieve impactful outcomes in managing social media accounts, contributing to the organisation's overall communication objectives.
- Desirable: Experience in media relations, with a proven ability to identify news angles and achieve positive media outcomes.

### **Capabilities required to be successful in the position**

- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience consistently modelling the university's cultural qualities of accountability, connectedness, innovation, and care.
- Demonstrated creative and critical thinking, ability to generate ideas to solve local problems and recommend improvements to current work practices.
- Ability to make sense of complex information and data to inform decision making implementing ideas to improve local practices.

### **Essential Compliance Requirements**

To hold this La Trobe University, position the occupant must:

- Hold, or be willing to undertake and pass, an Employee Victorian Working with Children Check; AND
- Take accountability to comply with all University policies, procedures and legislative or regulatory obligations, including TEQSA and the Higher Education Threshold Standards.

### **Other Information**

The position description is indicative of the initial expectation of the role and subject to changes to university goals and priorities, activities or focus of the job.

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### **Position Flexibility**

La Trobe University is committed to providing a diverse, inclusive, and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

### **Why La Trobe:**

- Develop your career at an innovative, global university where you will collaborate with community and industry to create impact.

- Enjoy working on our inspiring and stunning campuses the perfect hub for industry, students, and academics
- Help transform the lives of students, partners, and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you will join exceptional people, partners, and communities, who power our operations with ambition and purpose.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

**La Trobe’s Cultural Qualities:**

**WE ARE  
CONNECTED**



We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.

**WE ARE  
INNOVATIVE**



We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.

**WE ARE  
ACCOUNTABLE**



We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.

**WE  
CARE**



We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.

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Initials:            Date: