Australian National University

Position Description

College/Division:	ANU College of Asia and the Pacific
Faculty/School/Centre:	-
Department/Unit:	Partnerships and Engagement
Position Title:	Digital Communications Officer
Classification:	ANU Officer 5 (Administration)
Position No:	-
Responsible to:	Deputy Manager, Marketing, Communications and Student Recruitment
Number of positions that report to this role:	0
Delegation(s) Assigned:	-

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific (CAP) leads intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region.

The Partnerships and Engagement team is a key functional area of the College and provides strategic and operational advice and services to the constituent Schools and other key stakeholders. It is a multidisciplinary team and is responsible for marketing, events, Regional Institutes, partnership agreements, communications, student recruitment activities and stakeholder engagement.

The Digital Communications Officer provides support on a diverse range of communications activities and events, ensuring the effective and efficient delivery of activities. The Digital Communications Officer provides assistance and advice on a wide range of marketing, outreach and communications services, policies, procedures and guidelines, and coordinates initiatives to support the achievement of the University's strategic goals.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Digital Communications Officer works closely with other members of the Partnerships and Engagement team and with the relevant Central Divisions, Schools and Colleges, liaising with and providing quality communications service and advice to a wide variety of stakeholders. The Digital Communications Officer is responsible for supporting the planning, coordination and execution of communications projects, and supports the implementation of various local and University-wide initiatives.

Role Statement:

Under the broad direction of the Deputy Manager, Marketing, Communications and Student Recruitment, the Digital Communications Officer will:

- Coordinate operational aspects and provide high-level advice and services on a range of communications matters, ensuring compliance with the University's writing style guide, branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements.
- Support the implementation of communications and media strategies including advertising, digital and print publications, media and stakeholder engagement, event and social media management, outreach initiatives and website content development.

- Conduct interviews with key figures/sources and write engaging stories for various platforms and diverse audiences to showcase the research projects, academic expertise and alumni profiles at the College.
- Monitor, evaluate and strengthen the effectiveness of digital communications activities, providing reports and analytical commentary on the website and social media.
- Contribute to new communications initiatives and provide input to develop and improve the area's communications practices and processes, with a commitment to best practice.
- Liaise with communications and media staff across the College and University, exchange ideas and information, fostering collaboration across Central and College Marketing and Communications Services to maximise the effectiveness of the communications activity undertaken.
- Perform other duties as requested, consistent with the classification level of the position and in line with the principle of multi-skilling.
- Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.

See the classification descriptors for professional staff and minimum standards for academic staff

SELECTION CRITERIA:

1. Degree in a relevant field with demonstrated experience in communications or an equivalent combination of relevant experience and qualifications/training. Experience in the higher education sector will be highly regarded.
2. Excellent written and verbal communication skills, with a focus on developing content/stories for the digital environment, an eye for detail and a proven ability to write engaging stories.
3. Demonstrated experience working across a range of social media platforms, capturing and analysing data/metrics; and optimising content so it is engaging to different audiences.
4. Demonstrated high level customer service and an ability to liaise effectively with stakeholders in a culturally diverse environment.
5. Proven organisational skills and ability to prioritise own workload and to work effectively both independently and as part of a team, meeting demanding deadlines and delivering high quality outcomes.
6. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

Supervisor/Delegate Signature:		Date:	
Printed Name:		Uni ID:	

References:
Professional Staff Classification Descriptors
Academic Minimum Standards

Pre-Employment Work Environment Report

Australian National University

Position Details

College/Div/Centre	ANU College of Asia and the Pacific	Dept/School/Section	CAP Partnerships & Engagement
Position Title	Digital Communication Officer	Classification	ANU Officer Grade 5 (Admin)
Position No.		Reference No.	

In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see ' Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties.

TASK	regular	occasional	TASK	regular	occasional
key boarding	☒	☐	laboratory work	☐	☐
lifting, manual handling	☐	☐	work at heights	☐	☐
repetitive manual tasks	☐	☐	work in confined spaces	☐	☐
Organizing events	☒	☐	noise / vibration	☐	☐
fieldwork & travel	☐	☐	electricity	☐	☐
driving a vehicle	☐	☐			
NON-IONIZING RADIATION			**IONIZING RADIATION**		
solar	☐	☐	gamma, x-rays	☐	☐
ultraviolet	☐	☐	beta particles	☐	☐
infra red	☐	☐	nuclear particles	☐	☐
laser	☐	☐			
radio frequency	☐	☐			
CHEMICALS			**BIOLOGICAL MATERIALS**		
hazardous substances	☐	☐	microbiological materials	☐	☐
allergens	☐	☐	potential biological allergens	☐	☐
cytotoxics	☐	☐	laboratory animals or insects	☐	☐
mutagens/teratogens/carcinogens	☐	☐	clinical specimens, including blood	☐	☐
pesticides / herbicides	☐	☐	genetically-manipulated specimens	☐	☐
			immunisations	☐	☐
OTHER POTENTIAL HAZARDS (please specify):					