



# COMMUNITY MANAGER

<b>DEPARTMENT/UNIT</b>	Office of the Deputy Vice-Chancellor and Vice-President (Enterprise)
<b>FACULTY/DIVISION</b>	Portfolio of the President and Vice-Chancellor
<b>CLASSIFICATION</b>	HEW Level 8
<b>WORK LOCATION</b>	Clayton campus

## ORGANISATIONAL CONTEXT

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There's a certain feeling you get from working at Monash University. It's the feeling that you're a part of something special. Something significant. So if you're looking for the next chapter in your career, it's here. You'll be given the opportunity to challenge yourself, build on your skills, and make a significant contribution to a workplace that's filled with energetic and inspiring people. Talent thrives here - and so do truly satisfying careers. Discover more at [www.monash.edu](http://www.monash.edu).

The portfolio of the **President and Vice-Chancellor** provides executive management and strategic advice to the Vice-Chancellor, leadership in the management and delivery of key strategic and cross-portfolio initiatives and University level governance.

The portfolio is responsible for managing the University's global campuses, partnerships and affiliations, and is accountable for:

- External relations management;
- coordination of special events arranged on behalf of the Chancellor and the Vice-Chancellor; and
- leadership in and development of relationships with a range of local and international stakeholders and partners, including alumni, benefactors, government, industry and strategic alliance affiliates

The **Office of the Deputy Vice-Chancellor and Vice-President (Enterprise)** (DVC and VP (Enterprise)) provides University-wide strategic support for industry partnerships, commercialisation, industry engagement and innovation, to provide a focus for achievement of the 'Enterprise' goal, of the four key goals of Focus Monash.

The Generator is the central hub for entrepreneurship activity across Monash University. Established in 2016, its purpose is to ignite curiosity, build capability and support the launch and growth of high-quality start-ups at Monash. The Generator runs a number of events and programs including a five-week idea validation program (the Validator), a research innovation program and a three-month Accelerator program with seed funding. In addition, the Generator has a co-working space for Monash start-ups to work from as a way to build a thriving start-up community.

## POSITION PURPOSE

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The role of the Community Manager is to build a strong and thriving entrepreneurial community at Monash through the development and delivery of events, initiatives and communication that appeal to a diverse and growing entrepreneurial community. This includes responsibility for managing key stakeholders across Monash University in order to drive out support for the Generator, developing and implementing face-to-face and digital forms of engagement with students, staff and alumni and bringing startup expertise to Monash to support an events and skills workshop strategy. The role is diverse and requires the ability to think strategically, to use communication and engagement as a tool for behaviour change and to take a highly creative and hands on approach to building a strong sense of community in order to increase the entrepreneurial mindset at Monash.

The Community Manager also provides specialist advice and assistance to the wider Enterprise Team in relation to Enterprise events and communications.

**Reporting Line:** The position reports to the Entrepreneurship Program Manager under broad direction with a degree of autonomy

**Supervisory Responsibilities:** This position provides direct supervision to the Events and Marketing Officer

**Financial Delegation:** Not applicable

**Budget Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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1. Develop and implement a marketing and communications strategy that connects internally within Monash to students, staff and alumni, as well as externally to build the reputation and profile of enterprise, start-up and entrepreneurship at Monash
2. Develop and implement an events and workshop offering that grows the community, upskills participants and engages experts and Founders in the start-up space to deliver content and expertise to the Monash start-up community
3. Represent the Generator and the wider Enterprise Team at key events and workshops across Monash, as well as the wider start-up ecosystem, including the delivery of training around pitching, design thinking and ideation
4. Work with the wider Enterprise Team and other University stakeholders, including External Relations Development and Alumni (ERDA) and Strategic Marketing and Communications (SMC), as well as entrepreneurial champions across the University to increase the awareness of the Generator and to develop opportunities that drive an entrepreneurial culture and encourage cross-disciplinary collaboration in innovation and start-ups
5. Enhance student engagement through working with key student groups and bodies and engage student champions including oversight of the Generator Entrepreneurship Ambassadors Program, to ensure student action in delivering entrepreneurship initiatives across the campus and within faculties
6. Manage the co-working space and develop approaches to increase use, create value to early stage Founders and contribute to the growth of physical spaces for start-ups across all Australia and international Monash campuses
7. Develop communications content through effective storytelling for a range of audiences (students, media, internal communications) as well as in various mediums such as articles, print and video for the benefit of communicating start-up, entrepreneurship and enterprise stories
8. Provide specialist advice and support to the wider Enterprise team in relation to events and community engagement
9. Capture and report on influence, engagement and growth of the community through regular reporting

## **KEY SELECTION CRITERIA**

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### **Education/Qualifications**

1. The appointee will have:
  - A postgraduate qualification or progress towards a postgraduate qualification in a relevant discipline with extensive relevant experience; or
  - an equivalent combination of relevant experience and/or education/training

### **Knowledge and Skills**

2. Strong understanding and experience of managing digital communication and social media channels to increase engagement and influence mindset across diverse audiences
3. Demonstrated ability to develop, manage and run highly creative and engaging large-scale events and smaller workshops – including facilitating these as an MC or trainer.
4. Demonstrated ability to develop content that relates to identified audiences, tells a clear story and uses the most appropriate communication medium including digital, video, print, face-to-face and high-level reporting
5. Proven abilities in developing communication strategies and reporting metrics as a way to increase awareness and engagement across a broad spectrum of audiences
6. Proven ability to manage projects, including establishing the scope, implementation plan, managing collaborators and stakeholder engagement, whilst delivering on time, within budget and in line with relevant policies and procedures
7. Demonstrated highly-developed relationship management skills including the ability to influence and collaborate on complex projects that work across different business areas and stakeholders to facilitate the timely delivery of milestones
8. Ability to influence, mentor and provide direction to students and staff in an open and engaging way to assist them in the delivery of creative interventions and initiatives

## **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

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.