

# Position Description

## *Senior Manager, Media and Corporate Affairs*



### Details

Area	Vice-Chancellor Portfolio
Team / School	Communications/Chief of Staff
Employment	
Location	Flexible
Classification	HEW 10
Manager Title	Director, Communications

### Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

At Deakin we value diversity, embrace difference and nurture an inclusive, safe and respectful community. Deakin is an Employer of Choice for Gender Equality, a SAGE Athena SWAN Bronze Award holder, seeking gender equity for Women in STEMM, and a Silver Award holder in the Australian Workplace Equality Index for LGBTQ inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sexualities and genders.

[Strategic Plan – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

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### Overview

The Senior Manager, Media and Corporate Affairs provides University-wide leadership in all matters affecting Deakin's reputation and standing. This is a new, specialist media relations and corporate affairs position that works strategically on a range of complex stories and issues and provides high-level strategic advice to the Director, Communications.

The incumbent heads the newly formed Media and Corporate Affairs team that will deliver an improved and integrated communications function for Deakin and its partners. The position will design and implement a resourcing model and workflow for the delivery of media relations and corporate communications support and partnering across the University.

This position is responsible for the development and implementation of a university-wide media and corporate communications forward plan that joins the dots between student, staff, project, corporate and media communication, uncovering opportunities to share and leverage content and storytelling.

### Accountabilities

- Increase Deakin's public profile, promote thought leadership, focus on areas of strategic importance, and develop an engaged and focused Deakin narrative and personality
- Lead the development, implementation, and evaluation of effective communications across the University through a multi-layered, proactive-focused media and corporate communications strategy
- Lead the development and implementation of a coherent and aligned narrative for Deakin to drive and inform communications
- Lead a team of diverse professionals and foster an engaged and proactive culture based on mutual respect, sharing information, professional achievement and development, and enjoying work
- Manage effective external communications, including corporate media relations, public relations and issues management that protect and enhance Deakin's reputation
- Build and maintain professional and cooperative relationships with a wide range of internal and external stakeholders, including local, metropolitan and sector journalists, through a high degree of organisational and industry knowledge, and provide sensitive, judicious media counsel to the University Executive and other staff
- Work with colleagues across the University, and external partners, to support key strategic projects and amplify internal and external messaging
- Lead with values, ethics, and emotional intelligence to foster team resilience, inclusion and performance and sets clear standards of expected behaviour and celebrate and reward outstanding performance
- Actively encourage and coach others to question traditional assumptions, promote ideas and review practices and policies and translate into workplace improvements
- Identify and address barriers to effective teamwork and interaction across the University and take action to eliminate competition and 'silos' between individuals, teams, faculties and divisions
- Act as a coach and work with team members to facilitate growth and development by giving balanced, constructive feedback considering individual capability and team performance, in alignment with Deakin's code of conduct and core university strategies and policies that promote a safe, sustainable and productive working environment

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### Selection

#### *Qualifications and experience*

- Proven expertise in management, postgraduate qualifications and extensive relevant experience in communication, journalism, public relations or relevant discipline, or a combination of appropriate qualifications and/or significant success in a corporate communication environment
- Demonstrated experience in running an effective media and corporate affairs team, including experience in leading a team of professionals, developing and implementing media plans and strategies to achieve specific aims and objectives
- Strong internal and external relationship management experience, with a capacity for conflict resolution, relationship management and diplomacy including stakeholder management at the regional and national levels
- Ability to interact and work effectively with colleagues in a complex, multi stakeholder environment
- Exceptional verbal and written communications skills, including the ability to communicate for both content and intent, and experience in writing media releases, articles and externally focused communications for a range of audiences
- Proven ability to manage several projects at once, to prioritise work in short time frames and to work under pressure to meet tight timeframes
- Demonstrated capacity for establishing, building and sustaining effective institutional and corporate relationships
- Extensive experience in providing strategic and operational advice to executives on complex communication issues

### Capabilities

- **Leading Teams:** Uses appropriate methods to support, develop, motivate, and guide the team to achieve successful outcomes
- **Planning and Organising:** Plans, analyses and co-ordinates the delivery of projects while balancing priorities and resources
- **Creating and Innovating:** Explores concepts and insights, generates new ideas and a range of innovative solution
- **Environmental Scanning:** Seeks emerging trends; identifies issues within field of expertise and University context
- **Communicating with Influence:** Engages and energises others through clear and persuasive communication
- **Digital Literacy:** Interprets and distils information; produces clear communications through a variety of digital platforms

### Special Requirements

- Infrequent work outside business hours is required (e.g., work at evening or weekend events is required)
- Drivers Licence
- Working with Children Check (refer to Recruitment Procedure)

**Note** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.