



## Position Description

<b>College/Division:</b>	College of Engineering & Computer Science
<b>Faculty/School/Centre:</b>	CECS Administration
<b>Department/Unit:</b>	3A Institute
<b>Position Title:</b>	Marketing and Communications Officer
<b>Classification:</b>	ANU Officer 5 (Administration)
<b>Position No:</b>	New - TBC
<b>Responsible to:</b>	Engagement & Impact Lead

### PURPOSE STATEMENT

The Marketing and Communications Officer provides comprehensive marketing and communications support to stakeholders, contributing to the efficient and effective delivery of marketing and communications services through timely assistance and advice on a wide range of activities for the 3A Institute.

### KEY ACCOUNTABILITY AREAS

#### Position Dimension & Relationships:

The Marketing and Communications Officer undertakes a broad range of marketing and communications tasks under the general direction of the Engagement and Impact Lead. The Marketing and Communications Officer works closely with other members of the 3A Institute as well as the College Marketing and Communications team, and with marketing and communications practitioners across campus, liaising with and providing quality marketing and communications services and advice to a wide range of stakeholders. Manages liaison with external suppliers, such as design agencies, social media marketing agencies, web and content agencies, as required. The Marketing and Communications Officer supports the planning and delivery of marketing and communications projects and events for the Institute, including the sourcing, writing and publishing of static and digital content, event planning and management, and escalation of more complex marketing and communications enquiries to relevant team members.

#### Role Statement:

Under general direction, the Marketing and Communications Officer will:

1. Provide comprehensive marketing and communications support for day-to-day Institute operations such as assisting in the planning, organising, administration, and delivery of marketing and content strategies, preparation of marketing collateral and promotional materials, and creation of digital assets.
2. Assist in the planning and execution of institute marketing campaigns, including creating targeted content and digital assets for distribution through multiple channels that support overall campaign goals and College brand-building.
3. Maintain the Institute's profile on a variety of social/digital platforms, including daily content creation, community management and monitoring of activity, ensuring communications are accurate and engaging.

4. Maintain the Institute's social content calendar and be a key owner of daily content publishing, including posting approved content to social media channels and other emerging platforms.
5. Assist with event planning and organisation for the institute, including seminars, public lectures, networking evenings, etc. This may occasionally involve requirements outside of standard hours.
6. Assist the supervisor and/ or manager in the implementation and roll-out of various local or University-wide marketing and communications projects, providing timely and high-quality support.
7. Build networks within the campus marketing and communications community, including proactive liaison fostering collaboration across Central and College Marketing Services towards the University's strategic goals.
8. Develop a broad base of marketing and communications skills, and actively participate in the continuous improvement of marketing practices, processes and quality service delivery.
9. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
10. Perform other duties as directed, consistent with the classification level of the position and in line with the principle of multi-skilling.

## **SELECTION CRITERIA**

1. Demonstrated experience in a marketing and/ or communications and/or events role or an equivalent combination of relevant experience and qualifications/ training.
2. Exceptional written communication skills, including experience creating purposeful content for digital platforms (social media and websites) and experience formulating narratives for long-form content.
3. Demonstrated high level customer service and effective communication skills with an ability to write clearly and concisely and to consult and liaise effectively with a wide range of stakeholders in a culturally diverse environment.
4. Proven organisational skills and attention to detail, with a demonstrated ability to prioritise own workload and to work effectively both independently and as part of a team, meeting competing deadlines and delivering high quality outcomes.
5. Demonstrated experience using Microsoft office applications. Experience using the Adobe suite, specifically Photoshop and InDesign, and experience using website publishing and social media management platforms will be advantageous.
6. A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a University context.

**References:** [Professional Staff Classification Descriptors](#)