

Position Description

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| College/Division: | ANU College of Asia and the Pacific |
| Faculty/School/Centre: | College Administration |
| Department/Unit: | Communications, Engagement and Marketing Team |
| Position Title: | Deputy Manager – Communications |
| Classification: | ANU Officer Grade 8 (Administration) |
| Position No: | |
| Responsible to: | Manager |
| Number of positions that report to this role: | 3 |
| Delegation(s) Assigned: | Band 6 |

PURPOSE STATEMENT:

The ANU College of Asia and the Pacific plays a leading role in 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 ANU Strategic Plan by 2020 reaffirms the College's strategic ambition to excel in research, education and outreach and engage in public debate nationally and internationally. The Deputy Manager – Communications works within a multidisciplinary team in the College of Asia and the Pacific. The team is responsible for strategic communications, public relations, stakeholder engagement and marketing.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Deputy Manager - Communications is a senior advisor to the Manager – Communications, Engagement and Marketing, The College executive, and a range staff across the college and on external and internal communication activities providing high level advice, guidance and support in the design, development, and implementation of communications practices. The Deputy Manager plays a key role in planning and the resolution of complex matters, leading a small team of communications professionals to deliver high quality and robust communications on behalf of CAP to support and promote the College and University's strategic goals.

Role Statement:

Under direction from the Manager, the Deputy Manager, Communications will:

1. Provide effective leadership, management, supervision and guidance to the College Communications team, ensuring that workloads are managed efficiently and all objectives and deadlines are met. Support staff development through coaching and mentoring.
2. Coordinate the provision of proactive and expert advice to the senior management team and staff on all matters relating to communications, ensuring compliance with the University's policies, procedures, guidelines and legal requirements.
3. Facilitate the design of a comprehensive, annual program of activity which communicates effectively to external and internal audiences in alignment with the goals and strategic intent of the College including, but not limited to, print and digital media production, media engagement and stakeholder engagement.
4. Lead the implementation of the annual communications program ensuring that all operational matters are managed effectively according to agreed objectives and in reference to constraints (budget, policy, timeframes etc.)
5. Establish and maintain effective networks with relevant media outlets (traditional and community) in Australia and the Asia-Pacific region to secure opportunities for articles, opinion editorials or interviews highlighting academics research.
6. Establish and manage an ongoing content identification and generation process, ensuring that emergent opportunities are aligned to the overall communication strategy of the college.

7. Provide advice and support to academic staff in both an editorial and mentoring role to prepare articles and opinion editorials or for interviews.
8. Work closely with the College Research Services Team to support the development of research impact case studies.
9. Establish and maintain effective internal networks especially with ANU Marketing and Strategic Communications and Public Affairs.
10. Comply with all ANU policies in particular those relating to work health and safety and equal opportunity.
11. Perform other duties as directed consistent with the classification level of the position.

SELECTION CRITERIA:

1. Demonstrated management experience in the development and implementation of communications, outreach and stakeholder engagement strategies, and an understanding of their context in a university or similarly complex environment.
2. Tertiary qualifications, or progress towards and/or extensive relevant experience in communications or journalism or public relations, preferably working with complex material. Interest in the Asia-Pacific region would be an advantage.
3. Advanced communication skills, with an emphasis on communicating complex concepts clearly and concisely as well as a demonstrated ability to effectively present ideas and materials and disseminate information to a broad range of audiences and stakeholders.
4. Demonstrated high level of interpersonal, consultation and negotiation skills, including the ability to build and maintain effective relationships across all levels of an organisation and to build and maintain strong internal and external stakeholder relationships.
5. Demonstrated ability to lead a team and influence a variety of stakeholders spread across various locations and to work cooperatively, effectively, harmoniously and independently.
6. Demonstrated experience in the planning, production and delivery of high quality material for print and digital media channels.
7. Excellent attention to detail and ability to maintain a flexible and proactive approach to tasks within a busy work environment, organise work priorities and meet tight deadlines.
8. A demonstrated high level of understanding of equal opportunity principles and a commitment to their application in a university context.

Supervisor/Delegate Signature:

Date:

Printed Name:

Alex Nichols

Uni ID:

4668873

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)