

COMMUNICATIONS AND PUBLIC RELATIONS COORDINATOR

DEPARTMENT/UNIT	Office of the Dean
FACULTY/DIVISION	Faculty of Engineering
CLASSIFICATION	HEW Level 7
DESIGNATED CAMPUS OR LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#Changelt](#) with us.

The **Faculty of Engineering** is one of the largest in Australia, renowned worldwide for the quality and calibre of our teaching, research and graduates. We offer a comprehensive range of undergraduate, graduate, postgraduate and higher degree by research programs in a wide range of engineering disciplines. Our research activities provide a platform for establishing a thriving educational enterprise and our staff are committed to creating a dynamic learning environment. The research activities range from fundamental studies to research with a strong applications orientation. To learn more about the Faculty of Engineering, please visit our website: www.monash.edu/engineering.

POSITION PURPOSE

The Communications and Public Relations Coordinator provides high level expertise and advice in support of the Faculty's marketing and communications priorities. This incorporates faculty research, academic success, industry engagement initiatives, alumni relations, and student recruitment activities. Success in this role will be achieved through the creation and execution of media campaigns, briefs, and stories, management of public relations activities, content development, social media promotion and the distribution of vibrant and engaging content.

The role will proactively identify, write and share key impact stories and profiles for target audiences. This includes writing for media and publications, both in print and online. As such, the role will be expected to apply the highest professional, journalistic and presentation standards in order to ensure accuracy, quality, integration, consistency and currency of faculty marketing information. The position will also be required to evaluate the effectiveness of the public relations activities and track media, social media and online engagement by working with the central media team and the digital marketing officer.

Reporting Line: The position reports to the Marketing and Recruitment Manager who will provide broad supervision

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Provide strategic communications and public relations advice to senior management in relation to the amplification of Faculty external messaging
2. Implement media, social media and public relations campaigns as detailed in the Faculty's marketing plan to reach agreed targets
3. Develop a content pipeline to ensure optimisation of faculty messaging in relation to both quality and timely content
4. Identify, develop, craft and amplify key impact stories and profiles to target audiences
5. Build and sustain effective collaborative working relationships with key internal stakeholders to proactively identify, source and develop content for various projects
6. Plan, create and produce content, primarily for media, but inclusive of presentations, social media, print and online publications; update the relevant sections of the Faculty's website and social media channels, and proactively contribute to developing the website under direction of the Marketing and Communications Manager
7. Generate reports and analyse usage trends and patterns to help inform marketing decision-making
8. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - A degree in marketing, journalism, public relations or a related field; or
 - substantial relevant skills and work experience; or
 - an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Demonstrated relationship management and consulting skills, including the ability to interact with, negotiate with and gain cooperation from, internal and external stakeholders
3. Excellent interpersonal, written and communication skills with the ability to provide expert advice to a diverse range of stakeholders, present and convey complex information and discuss solutions in a professional and engaging manner
4. Demonstrated writing ability for a variety of mediums and in various styles, with a particular focus on distilling technical content into engaging narratives
5. Highly developed planning and organisational skills, with experience establishing priorities, implementing improvements and meeting deadlines
6. Experience working within an environment driven by policy, procedures, regulations and processes
7. Demonstrated ability to work as an effective member of a team and to work exercising independence, good judgment and initiative
8. Extensive experience utilising social media platforms as a marketing tool, including paid advertising, audience segmentation and analysis
9. A high-level of computer literacy in standard application software (such as Microsoft Office Suite) as well skills in the use of web, digital and social media

OTHER JOB RELATED INFORMATION

- 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

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.