



**Australian
National
University**

Position Description

College/Division:	Engagement and Global Relations
Faculty/School/Centre:	Strategic Communications and Public Affairs (SCAPA)
Department/Unit:	Public Affairs
Position Title:	Deputy Director, Public Affairs
Classification:	Senior Manager 3
Position No:	26206
Responsible to:	Director, SCAPA
Number of positions that report to this role:	3-11
Delegation(s) Assigned:	D6

PURPOSE STATEMENT:

The Strategic Communications and Public Affairs (SCAPA) team tells the ANU story. SCAPA contributes to achieving the University's strategic goals by shaping public opinion, fostering ANU engagement and critical relationships, harnessing pride within the institution, and showcasing ANU excellence.

The Deputy Director provides effective leadership, supervision, direction and guidance to the multidisciplinary public affairs team and is responsible for proactive engagement with ANU stakeholders and the ANU community. The Deputy Director also provides assistance and advice to the Director on strategic communications and issues management matters and deputises as required.

KEY ACCOUNTABILITY AREAS

Position Dimension & Relationships:

The Deputy Director, Public Affairs, deputises the Director, Strategic Communications and Public Affairs as part of a multidisciplinary team. SCAPA works closely with the ANU Executive, ANU Marketing and Student Recruitment, ANU Advancement, Colleges and government stakeholders.

Role Statement:

The Deputy Director, Public Affairs will:

- Lead a portfolio of teams focussed on the provision of strategic engagement and public affairs support that is aligned to the ANU strategy.
- Conceptualise, develop, lead and implement a public affairs strategy that advances understanding of ANU on campus and in the wider community, including through corporate publications, community and University events, partnerships and other engagement activities.
- Lead the planning and management of strategic communications, this includes issues and crisis management and the management of high profile events.
- Identify and develop new opportunities for engagement and ensure that ANU outreach activities have impact.
- Provide strategic and high quality advice and briefings to the University Executive, and senior staff within Colleges and Divisions on matters related to public affairs.
- Develop and implement strategies and processes to improve government relations and clearly link government relations activities to the ANU Strategy.
- Develop and deliver improved high quality internal communications, including the creation of guidelines and measurable communication tools.
- Manage and develop staff within each area promoting a service-oriented culture to ensure delivery of high quality and efficient service. Other duties as requested, consistent with the classification of the level of the position including deputising for the Director SCAPA as required.
- Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:

- Postgraduate qualifications with extensive experience in communications, public relations or a related discipline OR an equivalent combination of relevant high-level experience and training.
- Demonstrated experience in leading strategic communications in a complex national/international organisation.
- Demonstrated experience in complex relationship management, including experience in, influencing, fostering relationships, innovation and problem solving. Extensive experience in stakeholder and government relations.
- Demonstrated high level of achievement in initiating and running high profile, high quality engagement programs including major events.
- Proven experience in initiating and delivering complex communication and engagement projects.
- Recognised and proven leadership, team building and people management skills in a diverse environment including proven ability to coach and mentor staff to prioritise workloads and to lead the team to deliver on challenging objectives, on budget and on deadline.
- Proven sophisticated analytical and judgement skills, high level negotiation skills and exceptional communication skills that include the ability to write concisely and quickly
- A demonstrated high level of understanding of equal opportunity principles and occupational health and safety and a commitment to their application in a University context.

Supervisor/Delegate Signature:		Date:	Approved – SMRC July 2019
Printed Name:	Director, Strategic Communications & Public Affairs	Uni ID:	

References:
[General Staff Classification Descriptors](#)
[Academic Minimum Standards](#)