

<b>Position Title</b>	Senior Communications Adviser
<b>Classification</b>	Level 7
<b>School/Division</b>	Brand, Marketing and Recruitment
<b>Centre/Section</b>	Corporate Communications
<b>Supervisor Title</b>	Communications Manager
<b>Supervisor Position Number</b>	321424
<b>Position Number</b>	<b>322671</b>

### **Your work area**

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Corporate Communications mission is to deliver professional, strategic and best-practice communications and engagement activities across the University, as the lead group for the University's engagement with staff, students and key external stakeholders. This is facilitated through the provision of strategic advice and the effective management of a range of communication channels.

### **Reporting structure**

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Reports to: Communications Manager

### **Your role**

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As the appointee you will, under broad direction, deliver and support University wide communications services. You will provide expert communication advice and support in line with university strategy, to key internal and external stakeholders and will be responsible for the coordination of a range of digital communication channels including relevant social media and staff and student communication platforms.

### **Your key responsibilities**

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Provide input into the development of the University wide staff and enrolled student communication strategy with a focus on maximizing engagement, working to cascade this into integrated communication plans and schedules.

Oversee the execution of communications plans, working in conjunction with Communications Officers to coordinate and deliver in the area/s of communications specialisation.

Provide strategic support to the Communications Manager and senior management in relation to the area/s of communications specialisation.

Coordinate the creation of channel-specific content in the area/s of communications specialisation, crafting and delivering content to support initiatives across various communications channels.

Maintain key internal stakeholder relationships for communications providing advice and support on internal communications, engagement and public relations related to key projects, initiatives and priorities.

Undertake reviews and update online content (social media and web) using a relevant approach to student and staff communications.

Monitor and evaluate innovations in online services, platforms and communities and make recommendations on their possible use.

Compile student and staff feedback, opinions and input as part of a coordinated engagement plan.

Contribute ideas and content to the staff intranet and UWA Forward, Student e-newsletter 360 Degrees, Uniview magazine, Annual Report and other University wide publications and channels.

Contribute to the development of media and marketing content opportunities (i.e. story ideas) as part of the broader Brand, Marketing and Recruitment portfolio.

Design and monitor relevant internal communication metrics, using these to guide the most effective use of social media channels and internal channels, providing regular reports on performance metrics.

Monitor student-run social media channels as required.

Oversee internal communications during Critical Incidents under direction of the Critical Incident Management Team Communications Lead.

Other duties as directed.

### **Your specific work capabilities (selection criteria)**

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Tertiary qualification in Communications, Public Relations, or related field, or equivalent competency.

Substantial relevant experience working in a varied communications / public relations role.

Substantial experience in developing integrated communications strategies for digital channels.

Excellent written communication skills with experience in producing high-quality communication content such as e-newsletters, facts sheets, web content, social media content, briefing notes, correspondence and presentations.

Substantial experience in digital communications including developing content, managing and maintaining websites, social media platforms and e-newsletters.

Highly developed organisational skills to effectively plan and implement communication programs and projects and meet deadlines.

Substantial experience in research and analytics in relation to social media and digital channel planning and evaluation.

### **Special requirements (selection criteria)**

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There are no special requirements.

### **Compliance**

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Ensure you are aware of and comply with legislation and University policies.

To learn more about the Code of Conduct, see [Code of Conduct](#).

To learn more about Diversity, Equity and Inclusion, see [Diversity, Equity and Inclusion](#).

To learn more about Safety, Health and Wellbeing, see [Safety, Health and Wellbeing](#).