



Position Description

College/Division:	ANU College of Health and Medicine
Department/Unit:	
Position Title:	Strategic Communications and Marketing Manager
Classification:	Senior Manager 1 (Specialist)
Position No:	
Responsible to:	Dean, ANU College of Health and Medicine
Number of position that report to this role:	0
Delegation(s) Assigned:	D8

PURPOSE STATEMENT

The Strategic Communications and Marketing Manager will lead the development and implementation of a comprehensive, internal and external, communications strategy for the College of Health and Medicine including large projects such as the College's Transform Health and Medicine. This will include providing proactive and comprehensive support to the Dean, College of Health and Medicine on all communications and marketing activities, including the design and implementation of strategic plans.

KEY ACCOUNTABILITY AREAS

Position Dimension & Relationships:

Working with the Dean of the College of Health and Medicine, and managers within the College Executive team, the Strategic Communications and Marketing Manager provides effective leadership in the development and management of the communications strategy for the College of Health and Medicine. The position will also consult with the School based communications staff, Joint Colleges Marketing and Communications Team, the ANU Strategic Communications and Public Affairs (SCAPA) team and the ANU Marketing Office to deliver strategies that are consistent with existing plans and communication.

Role Statement:

Under broad direction and working with a considerable degree of autonomy:

1. In consultation with the Dean and College Executive, conceptualise, develop and implement comprehensive communication and marketing strategies for the College of Health and Medicine that seek to engage, inform and amplify the College to internal and external audiences, and to achieve key strategic priorities.
2. Produce various high quality communications and content, which help fulfil the Transform Health and Medicine strategy and change objectives through a variety of channels and mediums including the ANU intranet, email, events and other owned channels.
3. Manage executive and corporate communications and provide high-level advice and support to the Dean and College Executive on matters related to internal and external communications, in line with ANU guidelines, policy, procedures and legal requirements.

4. Provide effective leadership and engagement to cross-unit stakeholders to understand key activities and priorities, collaborate on strategic initiatives, and achieve consistency in communications at the School and College level.
5. Build and maintain strong professional networks with stakeholders across the University and identify opportunities for collaborative activities that inform and reinforce the College message, including the Transform Health and Medicine Project within the College and wider ANU community.
6. Develop and implement project and communications plans to deliver outcomes in a fast paced, dynamic environment. This includes managing the communications budget, including setting, planning, monitoring and reporting on campaign or project expenditure.
7. Define performance measures to monitor the effectiveness and efficiency of strategies and activities, and identify ways to innovate on communications, analysing gaps and planning relevant gap-closing actions.
8. Comply with all ANU policies and procedures, in particular those relating to work health and safety and equal opportunity.
9. Perform other duties as requested, consistent with the classification level of the position.

SELECTION CRITERIA

1. Relevant postgraduate qualifications and demonstrated extensive experience in communications or marketing; or an equivalent combination of relevant experience and qualifications/training.
2. Sound understanding of contemporary communications practice, with thorough understanding of the principles of brand development. Evidenced communications and/or stakeholder engagement experience during a significant period of change will be highly regarded.
3. Demonstrated record of accomplishment successfully developing and implementing communication strategies to drive internal and external engagement within a complex and changing work environment.
4. Demonstrated capacity to build strong relationships with Senior Executives and senior staff of an organisation, with the ability to provide authoritative and expert advice.
5. Proven high-level of interpersonal and liaison skills with demonstrated initiative and ability to effectively liaise with a wide range of people and to build strong professional networks.
6. High level of demonstrated written and oral communication skills, including the ability to write on behalf of senior executives in their voice. Demonstrated ability to write concisely and quickly, and to grasp and communicate complex subjects easily, and to communicate with influence.
7. Demonstrated ability to maintain resilience within a busy and evolving work environment, with excellent project management skills to deliver competing priorities on time and on budget.
8. A demonstrated high level of understanding of equal opportunity principles and policies and a commitment to their application in a university context.

References: [Professional Staff Classification Descriptors](#)