

Position Description

Senior Manager, Student Communications

Position No:	NEW
Business Unit:	Deputy Vice-Chancellor (Academic)
Division:	Pro Vice-Chancellor (Student Experience and Employability)
Department:	Student Communications
Classification Level:	HEO10
Employment Type:	Full-time, Continuing
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context

Reporting to the Pro Vice-Chancellor Student Experience and Employability, the role of Senior Manager, Student Communications leads a team dedicated to delivering a contemporary, comprehensive and strategic suite of high quality and engaging communications across a range of media channels. The Senior Manager is responsible for leading the communications between the university and students about its educational services and other offerings related to the student experience.

The role is vital to ensuring communications are timely, consistent, and resonate deeply with La Trobe's diverse student community. Through the creation of compelling narratives and meaningful engagements, this role drives strategic initiatives, enhance access to and engagement with student programs and services and significantly improves student experience and employability outcomes.

This senior leadership roles ensures that every communication piece is aligned with institutional goals, strategy and student needs to embed an innovative communications service that positively contributes to improved student outcomes. The Senior Manager will ensure the Student Communications service enables broader student engagement activity within the PVC Student Experience and Employability division and the wider DVCA portfolio, to deliver on requirements that align with the strategic goals and objectives of La Trobe University.

Duties at this level will include:

- Lead and manage a team of communications specialists to design and deliver content that is timely, targeted, innovative, informative, relevant and engaging, and meets the needs of all students on all campuses.
- Lead, advocate and influence at all levels of the University for best-practice student communications practice content, platforms, service and delivery.
- Lead engagement and genuine partnership with students to ensure all communicates resonate deeply with La Trobe's diverse student community.
- Collaborate closely with stakeholders across the University, providing consultation and expert advice regarding specialist communications platforms and customer relations management systems for best practice design and utility.
- Lead and manage Student Communications to deliver on La Trobe University's expectations regarding communication between the University and students to ensure such communication occurs responsibly, effectively, and in compliance with relevant laws and policies.
- Perform complex, significant and high-level creative planning, program and managerial functions with clear accountability for program performance.
- Lead, manage and motivate staff in a major functional area or service grouping. Developing and raising their performance and capability, including responsibility for setting and reviewing longer-term performance criteria and objectives.
- Review performance & services in the area of responsibility and compare it to best practices elsewhere, identifying areas of improvement in structure, practices, policies and technology, which may result in change that may also impact other areas of the University's operations.
- Lead major projects and initiatives which have significant resources and/or strategic impact.
- Be responsible for the achievement of significant organisational objectives, and strategic projects or programs of work.

Essential Criteria

Skills and knowledge required for the position

- A degree with substantial extension of the theories and principles, learned through experience; or a range of substantial management experience; or postgraduate qualifications, or progress towards postgraduate qualifications with extensive relevant experience ; or an equivalent alternate combination of relevant knowledge, training and/or extensive experience.
- Demonstrated high level of theoretical and applied knowledge in professional area of expertise.
- Demonstrated ability to take leadership accountability for achievement of objectives and programs affecting a significant organisational area at the Division level or equivalent.
- Excellent interpersonal skills and demonstrated experience in liaising with staff at all levels of an organisation, negotiating effective outcomes, consultation and facilitation of group discussions.
- Proven ability to deal with concepts, decisions and complex information or situations in an efficient and effective manner.
- Capable, agile, flexible and patient with process, and the ideas of others.
- Demonstrated ability to lead teams responsible for communications within large institutions, preferably within the tertiary education sector.
- Proven record of developing innovative solutions and practical implementations for strategic change.
- Strong leadership skills including the ability to negotiate, motivate, influence and build relationships.
- Awareness and understanding of the activities, objectives and strategic direction of the University, both current and future, in a global context.
- Proven experience and success in managing departmental performance including financial resources, strategy, business planning and staff performance and development.

Capabilities required to be successful in the position

- Ability to work collaboratively across functions, tailor communication in a way that is meaningful to the audience and contribute to a safe, inclusive, high-performing culture – consistently modelling accountability, connectedness, innovation and care.
- Demonstrated creative, critical and systems thinking, ability to promote a culture of innovation within local area, enabling staff members to evaluate current work practices and identify solutions to local and organisational problems.
- Ability to inspire and motivate others towards shared objectives, actively facilitate communication and two-way feedback across the University and create a safe, inclusive, high-performing team culture – consistently modelling and enabling accountability, connection, innovation and care.
- Ability to operationalise strategy, adapt quickly to disruption and successfully lead people through change – building a culture in which staff members actively contribute to the improvement of local and organisational practice.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

La Trobe's Cultural Qualities:

WE ARE CONNECTED



We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.

WE ARE INNOVATIVE



We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.

WE ARE ACCOUNTABLE



We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.

WE CARE



We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.

For Human Resource Use Only

Initials:

Date: