



**Australian  
National  
University**

## *Position Description*

College/Division:	ANU College of Health and Medicine
Faculty/School/Centre:	ANU Medical School
Department/Unit:	56000
Position Title:	Marketing & Communications Coordinator
Classification:	ANU Officer 6/7 (Administration)
Position No:	27386
Responsible to:	School Manager, ANU Medical School
Positions reporting to this role:	Nil
Delegation(s) Assigned:	Delegation Band 7

### **PURPOSE STATEMENT:**

The [ANU Medical School](#) educates and develops medical graduates who practice medicine with compassion, conscience and professional excellence and with a knowledge of Aboriginal and Torres Strait Islander health and culture. The School partners with a number of healthcare organisations to deliver clinical teaching and training including ACT Health, Calvary Healthcare ACT, and community practices throughout the ACT, south eastern region of NSW and in remote NT. The Medical School is committed to extending the boundaries of medical knowledge and improving the health system through research, and to providing students with a research led educational experience. Research is conducted over range of disciplines, spanning basic science, clinical medicine and implementation into policy and practice. Collaborations extend beyond ANU medical and health sciences, to other universities, governments and communities in the region as well as industry bodies, attracting national and international researchers and higher degree research candidates.

The Medical School is accredited by the Australian Medical Council which sets standards for education, training and assessment in all phases of medical education. Our Medical Education Unit has a central role in ensuring integrity of the admissions processes, and provides academic leadership and administrative support for staff engaged in teaching, and for the students enrolled in our programs. We are committed to indigenous advancement, providing an indigenous admissions pathway, competitive access to a dedicated 'indigenous stream' of medical education, and through clinical placements in remote locations. The Doctor of Medicine and Surgery, *Medicinae ac Chirurgiae Doctoranda* (MChD) rural stream provides access to medical education for students from rural locations, and rural learning experience for all students in the program.

### **KEY ACCOUNTABILITY AREAS:**

#### **Position Dimension & Relationships:**

The position will be located in the ANU Medical School and will report to the School Manager. The Marketing & Communications Coordinator will be responsible for the continued development and execution of the marketing & communications strategy. Working closely with academic, clinical and professional staff and students within the School, the position will be required to work in partnership with the College Marketing and Communications, and Advancement Office's, along with the Central University Strategic Communications and Public Affairs Unit (SCAPA) and the Alumni, Relations and Philanthropy Office, and external organisations.

#### **Role Statement:**

Under broad direction of the School Manager, the Marketing & Communications Coordinator will:

- Plan, develop and implement marketing and communications strategies and campaign plans to promote the educational and research achievements of the School. The Coordinator will be responsible for briefing and advising the School Executive on plans and delivery of activities ensuring compliance with the University's policies, procedures, guidelines and legal requirements.
- Create impactful communications campaigns for a range of audiences and channels including sourcing and pitching stories to the College and Central teams, writing content for the website and managing the social media channels.
- Support and coordinate outreach activities, seminars and conferences. This includes the design and production of promotional merchandise and advertising events across a broad range of media; online, print publications and digital.

- Manage the Marketing and Communications budget, including setting, planning, monitoring and reporting on campaign or project expenditure.
- Work closely with College and Central Marketing, Communications, Web and Advancement teams to develop collaborative relationships, identify opportunities for shared advertising, events and marketing and maximise brand exposure.
- Prepare reports on key marketing issues and undertake market research and trends analysis to provide insightful recommendations in support of the School's strategic planning.
- Actively support a service improvement culture, working collaboratively to consult and gather information, identify solutions and undertake tasks to achieve identified objectives.
- Adopt sustainable practices in all work activities and comply with associated legislation and related environment management practices developed by the University and School.
- Comply with all ANU policies and procedures and School governance and regulatory compliance, in particular those relating to work health and safety, equal opportunity, code of conduct and sustainable work practices.
- Undertake other duties as required, consistent with the classification of the position and the principles of multi-skilling.

**Note:**

This position may occasionally require work outside of the ordinary span of hours and/or weekends, and may involve domestic/international travel. As a multi campus School all staff are required to hold a current driver's license.

**SELECTION CRITERIA:**

1. Degree in a relevant field with demonstrated experience in marketing and communications in a complex organisation or an equivalent combination of relevant experience and qualifications/ training. Experience in the higher education sector will be highly regarded.
2. Demonstrated analytical and problem-solving skills, with a proven ability to use initiative and experience in analysing data from multiple sources to make recommendations which will inform marketing and communications practices.
3. Sound knowledge of and demonstrated experience with event and social media management.
4. High level communication skills and proven ability to write high quality, targeted material for a range of audiences and channels, including printed publications and digital copy. Experience in Adobe Design software would be desirable.
5. High level of interpersonal and consultation skills and ability to liaise effectively with a variety of stakeholders including staff, students and health and medical professionals.
6. Demonstrated ability to work collegially and respectfully as part of a team, meet deadlines and coordinate team activities, and to promote a positive culture within the workplace.
7. A demonstrated high-level understanding of equal opportunity principles and a commitment to the application of these policies in a University context.

*ANU Officer Levels 6 and 7 are broad banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.*

<b>Delegate Signature:</b>		<b>Date:</b>	16 July 2019
Manager	Katrina Chapple	<b>Position:</b>	School Manager

**References:**

[General Staff Classification Descriptors](#)