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## POSITION DESCRIPTION

### Administrator (Communications)

Position Level	L5
Faculty/Division	-----
Position Number	ADMIN ONLY
Original document creation	10/02/ 2020

#### Position Summary

The position of Administrator (Communications) provides effective administrative support within UNSW Law & Justice's Herbert Smith Freehills China International Business and Economic Law (CIBEL) Centre to ensure all services are provided efficiently to meet the operating needs of the Centre. With a focus on communications, the Administrator (Communications) plays a key role in developing and implementing communication plans across the University and externally to enhance the CIBEL brand in China, the Asia-Pacific region and globally. The Administrator (Communications) will contribute to developing positive relationships with a broad range of stakeholders both internally and external to the University. As a member of a small team, the Administrator (Communications) needs to work flexibly and contribute broadly to the overall objectives of the Centre.

The role reports to the Manager, Herbert Smith Freehills CIBEL Centre and has no direct reports.

#### Accountabilities

Specific accountabilities for this role include:

- Develop and deliver the marketing and communications strategy for events and digital content in consultation with the Manager to support dissemination of the Centre's research, outreach and engagement across various platforms in both English and Mandarin Chinese, ensuring they are in line with UNSW guidelines and standards.
- Maintain and manage a communications calendar for the Centre, proactively produce high-quality, engaging and on-brand content and collateral, including, but not limited to, newsletters, news articles, blog posts, social media posts and EDMs that are strategic and effectively leveraged across all channels to communicate the Centre's research impact to a broad range of audiences.

- Manage and monitor social media platforms (Twitter and LinkedIn), engaging with relevant audiences, monitoring for opportunities and managing and escalating potential risks.
- Analyse, monitor and report on the effectiveness of content and communications performance against established metrics and identify optimisation opportunities. Adjust the strategy and execution in consultation with the Centre Manager to drive continuous improvements.
- Assist in the organisation of events, including conferences, workshops, seminars/webinars and student engagement activities hosted and co-hosted by the Centre.
- Maintain websites, database and other administrative systems to ensure content and data are accurate and current.
- Draft reports, agendas, minutes, correspondence, briefing notes and guidelines as required.
- Develop and maintain effective communication and strong working relationships internally within CIBEL, the Faculty and across the University and externally with stakeholders (such as Tsinghua University and Shanghai Jiao Tong University) to achieve a collaborative environment that prospers an engaged and co-operative approach to projects.
- Act as the first point of contact, respond to a range of in-person, telephone and email enquiries from internal and external stakeholders, maintaining effective channels of communication, and initiate, action or escalate as necessary.
- Review and monitor finance administration requests, including, but not limited to, purchasing, travel, credit card reconciliation, expense reimbursements, payment requests and billing processes.
- Assist in the translation and preparation of China-related research materials from Chinese to English and vice versa and copy-edit and proof-read CIBEL's publications when required.
- Undertake other projects and activities as directed by the Centre Manager.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

## **Skills and Experience**

- Relevant tertiary qualification with subsequent experience in content and communications management and administration or an equivalent level of industry knowledge gained through any combination of education, training and experience.
- High proficiency in Mandarin Chinese language skills (professional content producer standard), and a strong understanding of the Chinese/Asian cultural landscape to inform content development.
- Highly developed written and visual content craftsmanship, with experience across print and digital mediums including web and social media (LinkedIn, Twitter and YouTube).
- Proven ability in understanding target audiences, with an effective writing style in both English and Mandarin Chinese and understanding of high impact messaging to key audiences.
- Solid working knowledge of content marketing techniques, Google analytics, SEO optimisation, and social media platforms.
- Excellent interpersonal and written and verbal communication skills with superior attention to detail and the ability to liaise with a range of diverse stakeholders.

- Effective time management and organisational skills, with a demonstrated ability to respond to changing priorities, manage multiple tasks and meet competing deadlines with minimum supervision.
- Demonstrated initiative, sound analytical and problem-solving skills and experience in business improvement activities.
- High level computer literacy in Microsoft Office applications, database management and website management.
- Experience in writing and editing for public relations and/or media for the Chinese/Asian market/audience would be well-regarded.
- Experience using web graphics editing software, such as Adobe InDesign and Photoshop, would be an advantage.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

**About this document**

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.