



# MEDIA AND COMMUNICATIONS MANAGER

DEPARTMENT/UNIT	Content and Channels
FACULTY/DIVISION	Strategic Marketing and Communications
CLASSIFICATION	HEW Level 8
WORK LOCATION	211 Wellington Road, Mulgrave

## ORGANISATIONAL CONTEXT

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Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit [www.monash.edu](http://www.monash.edu).

The **Office of the Chief Operating Officer and Senior Vice-President** provides leadership in the administration and operating areas of the University including: Marketing, Student Recruitment, Facilities and Services, Human Resources, Campus Community, Client Services and eSolutions. To learn more go to <http://www.monash.edu/about/structure/senior-staff/chief-operating>.

The **Strategic Marketing and Communications** division plays a critical role in the management of the overarching marketing and communications strategy for the University. In particular, it focuses on the activation of the brand through a variety of communication channels for the purposes of building awareness of its research and teaching excellence, and increasing our reputation locally and internationally, whilst supporting student recruitment targets and promoting research outcomes.

Its mandate encompasses the development and execution of high-quality professional, corporate services in marketing strategy, maximising the opportunities for targeted integrated marketing solutions using traditional and digital channels, media and communications, design production and build services, internal communications, social media and issues management. The functional units include: Strategy, Brand and Marketing Services; Digital Marketing and Communications; Media, Social and Reputation; and Campaign Management.

## POSITION PURPOSE

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The Media and Communications Manager will be responsible for developing and implementing corporate communications strategies, telling the University's overall positioning narrative externally. The role will be a key advisor on corporate communications and media for senior staff and provide timely, accurate and insightful advice.

This role will work closely with senior stakeholders in the University to develop communications that support the University's overall strategy, Focus Monash, as well as highlighting the linkages between research outcomes and

the University's adopted research themes. The overarching reason for being is to plan and execute holistic communication and media placements across channels.

**Reporting Line:** The position reports to the Group Manager, Content and Communications under broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

## KEY RESPONSIBILITIES

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1. Contribute to strategic planning and the achievement of media and communications goals relevant to the Strategic Marketing and Communications Division and wider University
2. Manage and co-ordinate the operation of a complex media and communications function for the University both within Strategic Marketing and Communications and the wider University in accordance with Monash brand consistency guidelines, University policies, procedures and strategic priorities
3. Manage and develop a highly-trained, motivated and efficient media and communications function with a strong branding focus to proactively identify, source and develop content for various platforms
4. Manage and co-ordinate a work environment of continuous review and improvement of business practices, operational processes and service provision to ensure reactive and proactive media results are met
5. Undertake research, data analysis and management in areas of media and communications and especially proactive and reactive media, including regular sentiment reporting
6. Manage and co-ordinate major branding and media reputation projects, the review and development of policy and procedure, and compliance and quality processes relevant to the University's media and communications activities
7. Manage and oversee risk, compliance and quality assurance processes for the University's media and communications function, including regular monitoring and reporting in accordance with University and legislative requirements
8. Develop and maintain strong partnerships with the media, other relevant business units, functional areas and key senior internal staff, including provision of expert advice

## KEY SELECTION CRITERIA

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### Education/Qualifications

1. The appointee will have:
  - Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
  - extensive experience and management expertise; or
  - an equivalent combination of relevant experience and/or education/training

### Knowledge and Skills

2. Excellent operational management experience in relation to a complex media and communications function with proven ability to provide authoritative technical and policy advice
3. Experience in media liaison and public relations management with proven ability to generate ideas and implement public relations/media coverage through print, web and broadcast mediums
4. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines

5. Highly developed interpersonal and communication skills with the ability to negotiate, influence and build consensus at senior levels
6. Demonstrated management or senior administration experience in a matrix, or large and complex management structure
7. Highly developed analytical and conceptual skills including demonstrated ability to deliver positive solutions to complex media problems and opportunities
8. Exceptional written and verbal communication skills, a strong attention to detail and a proven ability to write, edit and produce communications for a variety of traditional and emerging communication channels

## **OTHER JOB RELATED INFORMATION**

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- A current satisfactory Working With Children Check is required
- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

## **LEGAL COMPLIANCE**

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Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.