



## Position Description

<b>College/Division:</b>	ANU College of Asia and the Pacific
<b>Faculty/School/Centre:</b>	Crawford School of Public Policy
<b>Department/Unit:</b>	National Security College
<b>Position Title:</b>	Senior Communications Officer
<b>Classification:</b>	ANU Officer Grade 6/7 (Administration)
<b>Position No:</b>	22530
<b>Responsible to:</b>	Chief Operating Officer, NSC
<b>Number of positions that report to this role:</b>	1
<b>Delegation(s) Assigned:</b>	224, Supervisor (D8)

### PURPOSE STATEMENT:

The ANU College of Asia and the Pacific (CAP) leads intellectual engagement with the Asia-Pacific region through research, teaching and contributions to public debate, and seeks to set the international standard for scholarship concerning the region.

Crawford School of Public Policy is Australia's leading public policy school, with recognised world-class expertise and experience in economics, political science, environmental management and development, and on key Asia-Pacific countries, especially China, Japan, Korea, Vietnam and Indonesia, as well as Australia.

The National Security College is a unique joint venture between the ANU and the Australian Government and sits within Crawford School of Public Policy, College of Asia and the Pacific. The College conducts programs relating to national security, international affairs, policymaking and Australia's interests, including executive and professional development courses, post-graduate education, research, policy discussions, conferences and outreach.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

The Senior Communications Officer delivers a wide range of communications and marketing activities that enhance and promote the work of the NSC in the community and among stakeholders; including through the development and delivery of web-related services and print publications. The SCOI plays a vital role in maximising the NSC's business opportunities, public presence and contribution to public debate.

The Senior Communications Officer works closely with other NSC staff in a small-team environment, especially with colleagues working on events and public policy. Regular liaison will be required with communications and marketing offices for other parts of the University, including ANU Central, College of Asia and the Pacific, and Crawford School of Public Policy. The SCO may also be required to supervise and direct an administrator role within the College.

### Role Statement:

Under broad direction of the NSC Chief Operating Officer, the Senior Communications Officer will:

1. Work with the NSC management team to develop and implement a strategic communications and marketing plan for the NSC, encompassing the promotion of events, policy activities, research, academic programs, executive and professional education, and outreach activities.

2. Develop, deliver and manage a dynamic and informative website.
3. Provide social media analytics and reporting which support the NSC's understanding of its audience and market; and inform marketing and communication strategies.
4. Bringing together content from across the NSC to prepare digital and print products.
5. Support opportunities for NSC staff to contribute to public debate and news commentary, including drafting press releases.
6. Develop and maintain a customer relations management database for the NSC with the assistance of colleagues, including data maintenance, editing, generating enquiries and running reports.
7. Liaise and work effectively with colleagues at School, College and University level, and with the NSC's domestic and international collaboration partners. Support and participate in outreach activities as required.
8. Comply with all ANU policies and procedures, and in particular those relating to work, health and safety, and equal opportunity; and
9. Consistent with the principles of multi-skilling, undertake other duties consistent with the classification of the position.

Periodic non-standard working hours and occasional travel will be required due to events and functions.

### **SELECTION CRITERIA:**

1. Extensive relevant experience in marketing, media or content management. Relevant qualifications will be highly regarded, and experience in web site management or production of print media would be beneficial.
2. Demonstrated strong and effective communication skills, including written and verbal presentation skills and experience drafting high quality content. Familiarity with appropriate software will be well regarded. Familiarity with content related to national or international security, international relations, and public policy will be well regarded.
3. Demonstrated relationship-building skills, including the ability to liaise with stakeholders and successfully build and maintain relationships at multiple levels.
4. Excellent organisational and planning skills with proven ability to set priorities and meet deadlines.
5. Proven ability to use initiative and solve problems, including early identification and analysis of issues and presenting recommended solutions.
6. A demonstrated knowledge and understanding of equal opportunity principles and policies and a commitment to their application 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.*

Delegate:	Rory Medcalf	Position:	Head of NSC
-----------	--------------	-----------	-------------

**References:** [Professional Staff Classification Descriptors](#)