

Position Description

Communications and Content Advisor

Position No:	50150471
Business Unit:	Deputy Vice Chancellor (Future Growth)
Division:	Media and Communications
Department:	Media and Communications
Campus/Location:	Melbourne (Bundoora)
Classification Level:	Higher Education Officer (HEO) 6
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 / Purpose

Reporting to the Internal Communications Manager, this position:

- Supports the provision of high quality, engaging communications content – written and multimedia – for wide-ranging audiences
- Has a primary focus on staff communications, developing content and providing advice on a range of internal communications topics, events and activities
- Will also produce written and multimedia content to support La Trobe's broader communications team when required (e.g media releases, social media content).

Duties at this level include:

- Supporting ongoing communication about the University's [strategic plan](#) and its implementation across a range of channels and platforms.
- Innovative and engaging storytelling through a variety of platforms and technologies including written content and multimedia content (e.g video profiles)
- Producing, editing and publishing content for University staff communications channels including: La Trobe News (staff newsletter), all-staff updates, all-staff webinars and the intranet
- Supporting the Internal Communications Manager in researching, analysing and preparing communication plans for specific projects, and determining appropriate actions and channels to implement the plan.
- Supporting and providing advice on a range of internal communications activities by:
 - Generating high quality content for staff internal communications.
 - Assisting in identifying, researching, developing and initiating new internal communication ideas and opportunities.
 - Using data to compile reporting on effectiveness of staff communications initiatives
- Work with staff and other stakeholders to provide advice on internal communications strategy, procedures, style etc.
- Other activities as directed by the Manager, Internal Communications and Director - Media and Communications, commensurate with the scope and level of the role.

Key Selection Criteria:

Essential Requirements

- Relevant degree qualifications or extensive experience in Strategic Communications, Public Relations, journalism or other content producer roles (written, multimedia)
- Work effectively with a wide range of stakeholders, including the ability to liaise effectively with staff across all levels of the organisation.
- Excellent verbal and written communications skills with demonstrated ability to generate content for a range of channels and audiences.
- Ability to prepare and deliver a wide range of material such as newsletters, feature articles, and engaging audiovisual content.
- Excellent administrative, technical and organisational skills and the ability to work quickly and effectively under pressure to deadlines.
- Ability to work both independently and as part of a team when required.
- Previous experience using Content Management Systems such as SquizMatrix, and EDM platforms (Adobe Campaigns or similar).

Desirable :

- Experience in video editing, production and social media
- Experience using Adobe Photoshop
- Reporting on metrics and analytics for EDMs and other platforms

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

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. 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.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

*We strive for excellence in everything we do.
We hold each other and ourselves to
account, and work to the highest standard.*



We are connected

*We connect to the world outside – the
students and communities we serve, both
locally and globally*



We are innovative

*We tackle the big issues of our time to
transform the lives of our students and
society.*



We care

*We care about what we do and why we do it.
We believe in the power of education and
research to transform lives and global
society. We care about being the difference
in the lives of our students and communities*