



**Australian
National
University**

Position Description

College/Division:	College of Science
Faculty/School/Centre:	Research School of Earth Sciences
Department/Unit:	Climate and Ocean Geoscience
Position Title:	Communications Officer
Classification:	ANU Officer 6/7 (Administration)
Position No:	37908
Responsible to:	ANZIC Program Manager
Number of positions that report to this role:	0
Delegation(s) Assigned:	N/A

PURPOSE STATEMENT:

This position serves the communication needs of the Australian & New Zealand International Ocean Discovery Program Consortium (ANZIC), which is hosted within the Research School of Earth Sciences (RSES).

The Communications Officer will provide support to the ANZIC Governing Council, Science Committee and ANZIC IODP, assisting with all ANZIC events including other promotional and project initiatives of ANZIC IODP.

The Communications Officer will also work closely with and under the guidance of the ANZIC Program Manager, the ANZIC Director and the ANZIC Governing Council and be responsible for revising communications to all stakeholders and the public via the following media: social media, web, power point, print (e.g. reports, scientific articles, bulletins, report cards, marketing/lobby campaigns).

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Communications Officer will report to the ANZIC Program Manager, while also being responsive to the ANZIC Director and School Director of RSES. The Communications Officer will be responsible for the overall coordination and delivery of communication activities and products by the ANZIC Office. The Communications Officer works with a range of ANZIC stakeholders including: the Australian Research Council, 13 Australian universities, Geoscience Australia, CSIRO, GeoDiscoveryNZNZ-IODP Office, and IODP program offices in the US, Europe, and Japan, China, Canada, UK and India as well as other major marine sector organisations and committees, and ANU-based communications entities including RSES Communications Officer, ANU College of Science Marketing, and ANU Strategic Communications and Public Affairs (SCAPA)

Role Statement:

Under the broad direction the Communications Officer will:

- Lead content-driven online marketing campaigns, including media selection, scheduling and creative execution, ensuring consistency in voice and cultivating a strong community around the RSES and ANZIC brands across all online media.
- Source, edit, create and project manage the production of digital and hardcopy content to support the ANZIC's outreach activities.
- Prepare and assist with media releases and briefings, annual reports, advertising programs and other profiling documentation and activities.
- Write and produce engaging stories and profile pieces for ANZIC's digital and print communication channels, including improving and contributing to the social media presence of ANZIC.
- Participate where required and provide content/presentation material and/or reports in support of ANZIC and IODP administrative and community events (e.g. workshops, meetings, conferences), which may include national and international travel.

- Take responsibility for managing the communications plan in support of funding renewal for ANZIC, including establishing and maintaining effective relationships with key stakeholders through tailored media products.
- Monitor and maintain media platforms such as Facebook, Twitter, Instagram and the IODP website whilst providing quarterly media coverage reports to Governing Council and Director ANZIC IODP.
- Proactively liaise with marketing and communications staff and manager across the University, exchange ideas and information, fostering collaboration across Central and College Marketing Services to maximise the effectiveness of the communications, marketing and promotional activity undertaken.
- Contribute to new communications practices and processes, with a commitment to continuous improvement and best practice in stakeholder engagement and web-based experience.
- Comply with all ANU policies and procedures, including ensuring compliance with the University's branding, advertising and publishing requirements and associated policies, procedures, guidelines and legal requirements, and in particular those relating to work health and safety and equal opportunity.
- Other duties that may arise at the direction of the ANZIC Director that are consistent with the classification level of the position and in line with the principles of multi-skilling.

SELECTION CRITERIA:

- Degree in marketing and/or communications or relevant experience, with demonstrated experience in the areas of marketing, copywriting and advertising. An interest in the Marine Geosciences field or equivalent experience would be an advantage.
- Sound knowledge and demonstrated experience with digital and traditional marketing, specifically online advertising and its relationship with social media, search engine marketing and website development and maintenance.
- Demonstrated oral and written communication skills, including demonstrated high-level writing (including annual reports, briefs and media releases) and editorial skills for a range of channels and audiences. A portfolio of published written work would be an advantage.
- Demonstrated high-level customer service and interpersonal skills with the ability to manage external relationships with a wide range of external stakeholders and organisations, both nationally and internationally.
- Demonstrated experience or training in Wordpress, Mailchimp (or other EDM platforms) and/or HTML and CSS. Familiarity with Adobe Creative Suite (specifically Photoshop, Illustrator and InDesign) would be an advantage, as would familiarity with FinalCut Pro X or similar video editing tools.
- Proven organisational skills and ability to prioritise own workload and to work effectively both independently and as part of multiple teams, meeting demanding deadlines and delivering high quality outcomes.
- Demonstrated analytical and problem-solving skills, with a proven ability to use initiative, investigate issues, collect and analyse data and to make recommendations on solutions with understanding of ANZIC strategy and policies.
- A demonstrated understanding of equal opportunity principles and policies and a commitment to their application in a university context.

ANU Officer Levels 6 and 7 are broadbanded 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.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

Supervisor/Delegate Signature:		Date:	March 2022
Printed Name:	Sarah Kachovich	Uni ID:	

References:

[General Staff Classification Descriptors](#)



Pre-Employment Work Environment Report

Position Details

College/Div/Centre	College of Science	Dept/School/Section	Research School of Earth Sciences
Position Title	Communications Officer	Classification	ANU Officer 6/7 (Admin)
Position No.	TBC	Reference No.	

In accordance with the Work Health and Safety Act 2011 (Cth) the University has a primary duty of care, so far as reasonably practicable, to ensure the health and safety of all staff while they are at work in the University.

- This form must be completed by the supervisor of the advertised position and appended to the back of the Position Description.
- This form is used to advise potential applicants of work environment and health and safety hazards prior to application.
- Once an applicant has been selected for the position they must familiarise themselves with the University WHS Management System via Handbook guidance <https://services.anu.edu.au/human-resources/health-safety/whs-management-system-handbook>
- The hazards identified below are of generic nature in relation to the position. It is not correlated directly to training required for the specific staff to be engaged. Identification of individual WHS training needs must be in accordance with WHS Local Training Plan and through the WHS induction programs and Performance Development Review Process.
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

- Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a **regular** or **occasional** part of the duties.

TASK	regular	occasional	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input checked="" type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
Organizing events	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input checked="" type="checkbox"/>			
NON-IONIZING RADIATION			IONIZING RADIATION		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
CHEMICALS			BIOLOGICAL MATERIALS		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
OTHER POTENTIAL HAZARDS (please specify):					
Supervisor/Delegate Name:		Sarah Kachovich	Date:	March 2022	