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| **Position Description** |

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| **Community Relations Manager** |
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| **Position No:** | New |
| **Department:** | Office of the Vice-President (Strategy and Development) |
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| **Campus/Location:** | Bundoora |
| **Classification:** | Higher Education Officer Level 10 (HEO10) |
| **Employment Type:** | Full time |
| **Position Supervisor:**  | Director Stakeholder and Communications  |
| **Other Benefits:** | <http://www.latrobe.edu.au/jobs/working/benefits>  |

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

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| **Position Description** |

**Community Relations Manager**

**Position Context**

La Trobe University's Melbourne campus at Bundoora is a unique place for learning, research and employment. With its substantial landholdings and location at the gateway to Melbourne's growing north, La Trobe provides unparalleled opportunities for the University and the wider community.

The External Engagement and University City of the Future Group is responsible for establishing a strong and enduring relationships with the Victorian Government, local government and the communities across the north which surround our campus.

Over the next decade, La Trobe University is evolving into a world-class University City of the Future at the 235 hectare Melbourne campus in Bundoora. The new infrastructure will turn the campus 'inside out' and welcome the local community onto the campus as a place to live, learn, work, socialise and stay healthy. The University City of the Future will see La Trobe’s campus become the engine room for jobs and economic development in Melbourne’s North. La Trobe’s campus and the overall effort in the La Trobe NEIC (National Employment and Investment Cluster) will transform the 235 hectare-campus into a multi-precinct City of the Future delivering $5B in investment, 20,000+ new jobs and $3.5 billion in Gross Regional Product (GRP) over the next 10 years.

An important element of La Trobe’s University City of the Future development is the creation and maintenance of strong relationships with the surrounding communities in Melbourne’s North. In addition, the Group will provide support to regional campuses as needed.

This new role will be the lead engagement with local government, community and neighbourhood groups and other similar bodies. These relationships will become crucial as La Trobe develops the University City of the Future and seeks to maximise the opportunities that the City will create for Melbourne’s North.

The Group will provide high level advice to University leaders.

**Duties at this level may include:**

* Develop an understanding of the University’s objectives and ensure communication strategies and operational activities align accordingly. Provide advice on the community implications and develop strategies to assist in the implementation of the forward plans.
* Coordinate and manage ongoing relationships with existing supporters and where relevant, identify opportunities and leverage those relationships to greater collective impact to help grow our impact. Types of organisations that would be engaged could be local government, business, not-for-profit sector and other local organisations.
* Identify, develop and implement strategies that will ensure effective management of our external relationships.
* Planning and managing events such as visits to campus and other activities on campus in conjunction with the events staff where appropriate.
* Represent La Trobe at various events, meetings and conferences including presenting to large groups of people.
* Prepare correspondence, presentations and other documents on behalf of the University.
* Scan the internal and external environment for new trends and recent developments that are likely to affect the University’s reputation in the local area and identify local trends and issues the University should be aware of.
* Work with colleagues across the University, including academic and administration leaders to ensure community opportunities are understood and taken up by leaders at the University.
* Work closely with the University’s neighbours and ensure a strong working relationship, this will span from residents to companies, schools etc.
* Build and sustain long-term relationships, particularly with local government leaders; liaise with a range of stakeholders including other teams, peers and colleagues across the University, and in other organisations.
* Identify opportunities to promote the University’s activities via traditional and social media.

**Key Selection Criteria may include:**

* degree and/or relevant combination of education and extensive relevant experience in the stakeholder relations for a large organisation, government department or University.
* Demonstrated experience in developing and managing a coherent external and internal engagement programs.
* Excellent interpersonal skills and demonstrated experience in liaising with staff at all levels of an organisation, negotiating effective outcomes, consultation and facilitation of group discussions.
* Proven ability to deal with concepts, decisions and complex information or situations in an efficient and effective manner. Capable, agile, flexible and patient with process, and the ideas of others.
* Proven record of developing innovative solutions and practical implementations for strategic change.
* Strong leadership skills including the ability to negotiate, motivate, influence and build relationships.
* Awareness of likely effect of change in economic, social and governmental and technological environment.
* Awareness and understanding of the activities, objectives and strategic direction of the University, both current and future, in a global context.

**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.

**La Trobe Cultural Qualities**

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

* 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 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* ***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.

For Human Resource Use Only

Initials: Date: