



**Australian
National
University**

Position Description

College/Division:	College of Asia and the Pacific
Faculty/School/Centre:	School of Culture, History and Language
Department/Unit:	School Administration
Position Title:	Communications and Outreach Coordinator
Classification:	ANU Officer Grade 6/7 (Administration)
Position No:	TBA
Responsible to:	School Manager
Number of positions that report to this role:	1
Delegation(s) Assigned:	None

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.

The School of Culture, History and Language (the School) is a dynamic and diverse community of scholars and professional staff. Effective administration and service excellence is a vital component of the School's work in providing the highest quality education experience to its students, in supporting its academic staff, and ensuring the continuing operational excellence of the School.

The Communications and Outreach Coordinator will play a key role in publicising and communicating the School's education and research, influencing the public agenda and inspiring interest in the diverse disciplines within the School.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

This position works under the broad direction of the School Manager and interacts with professional and academic staff across the School, College and the University. Specifically, this role works closely with the College Marketing and Communications team and other Outreach and Communications specialists across the College and the University's central Marketing Division as required. The role will also interact and work in partnership with professional and academic staff across other Colleges such as the College of Arts and Social Sciences (CASS) to support education and research shared across the Colleges.

Role Statement:

Under the broad direction of the School Manager, the Communications and Outreach Coordinator will:

1. Design and implement an effective and innovative research and outreach communications strategy for the School to strengthen its research profile in Australia and internationally and encourage engagement with the School's work;
2. Engage with School staff, students and visitors to capture and communicate the research outputs and educational activities undertaken within the School and translate this into engaging print and digital narratives for identified audiences;
3. Coordinate and contribute to the development of a program for and communication of the School's outreach activities, including but not limited to seminars, guest lectures, events and conferences,
4. In collaboration with the College Development and Alumni team design, plan and execute alumni events that create opportunities for the School's alumni to engage and stay informed on the School's research activities and opportunities;
5. Manage the School's website including but not limited to sourcing and creating content, collating, editing, formatting and uploading and creating content from grant applications, presentations and notes.
6. Manage the development and production of the School's outreach materials (for example: newsletters, posters, pamphlets, award notices and advertisements) ensuring compliance with ANU marketing guidelines;

7. Other duties consistent with the classification of the position and in line with the principles of multi-skilling; and
8. Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:

1. Degree in a relevant field with demonstrated experience in marketing and communications in a complex organisation or an equivalent combination of relevant experience and qualifications/ training. Experience in the higher education sector will be highly regarded.
2. Excellent editorial and written communication skills with demonstrated ability to identify and tell engaging, accurate stories, write creatively, communicate complex material and to present ideas with confidence.
3. Experience in the planning, production and delivery of high quality communications for print and digital media channels. Experience using innovative technologies and developing multimedia content and social media management would be highly regarded.
4. Demonstrated ability to develop and implement community and outreach activities, ideally in an education and/or research environment.
5. Ability to maintain a flexible and proactive approach to tasks within a busy work environment and the ability to organise work priorities, and meet tight deadlines, with a high level of attention to detail.
6. Strong commitment to high quality customer service and the ability to consult, liaise and develop positive working relationships with a diverse range of people.
7. 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 Signature:		Date:	September 2016
Printed Name:		Position:	

References:

[General Staff Classification Descriptors](#)