



POSITION DESCRIPTION

External Relations
Faculty of Arts

Marketing Communications Officer

POSITION NO	0034402
CLASSIFICATION	PSC 6
SALARY	\$79,910 - \$86,499 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Jason O'Leary Tel +61 3 8344 3740 Email joleary@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The Marketing Communications Officer is a member of the External Relations Team. The role involves developing innovative and high-quality communications materials, including print, online and social media, to support all aspects of marketing operations within the Faculty of Arts.

The Faculty's marketing operations include recruitment, engagement, partnerships, public relations, PECE (professional, executive and community education), alumni and fundraising activity, to enhance the Faculty's reputation and profile, nationally and internationally. This role is responsible for the Faculty's advertising calendar for the Graduate School of Humanities and Social Sciences ensuring the successful execution of media and marketing campaigns.

The position works closely with the University Services External Relations team to ensure coherent and compliant communications services.

1. Key Responsibilities

1.1 MARKETING COMMUNICATIONS

- ▶ Responsibility for the planning, execution and evaluation of high quality and integrated communications to support the Faculty's engagement and marketing, recruitment, alumni relations, public relations, partnerships, international, fundraising and media strategies;
- ▶ Source material for, draft and edit text, for University and external publications (including for the web) in liaison with Faculty staff, its Schools, and other relevant University bodies, within agreed time constraints to secure positive media coverage;
- ▶ Working closely with the Manager, Executive Communications and Liaison, assist with sourcing material and contributing articles to Faculty and University publications;
- ▶ Conduct interviews, write stories and organise photo shoots for articles to be published across print and electronic media;
- ▶ Implementing the advertising program for the Graduate School of Humanities and Social Sciences including developing briefs, bookings, supplying material and reporting to analyse to determine return on investment;
- ▶ Develop standard communications templates and tools for use of key staff representing the Faculty and its Graduate Schools at key events nationally and internationally;
- ▶ Assisting in the management of the Faculty Graduate Ambassador program, including recruitment of ambassadors, training and activity schedule.

1.2 PUBLICATIONS

- ▶ Management of the annual publications schedule for the Marketing, Recruitment and Communications team;
- ▶ Undertake some in-house design and layout services when required and liaise with designers and printing companies during production processes to ensure all Faculty publications are produced to industry standards, on time and within allocated budgets;
- ▶ Design innovative solutions to ensure that publications achieve maximum exposure whilst remaining cost effective;

- ▶ Coordinate the writing, editing and design of a range of publications and websites produced by the Faculty, for different markets including prospective students, current students, industry, schools, alumni and the wider community.

1.3 OTHER

- ▶ Work as part of the broader team of the Unit by providing support during times of peak activity such as providing additional support for web and social media activities and assisting with large events such as Open Day, public lectures, recruitment and other public relations activities;
- ▶ Ensure continuous improvement in the policy, processes and procedures associated with the work of Advancement by identifying and recommending changes;
- ▶ Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in Section 6.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Tertiary qualifications in a relevant discipline and/or an equivalent mix of education and relevant experience;
- ▶ Expertise in verbal and written communication skills, including proof reading and editing and ability to craft messages for a variety of platforms and target audiences;
- ▶ Experience in online communications, including social media for business;
- ▶ Experience in framing academic research and outcomes for public audiences in line with communications objectives, and providing advice to academic staff and students;
- ▶ Strong computer literacy, particularly with the Microsoft Office suite and Adobe Creative Suite software;
- ▶ Excellent planning and organisational skills.

2.2 DESIRABLE

- ▶ Familiarity with the University structure and administrative systems.

3. Special Requirements

- ▶ Some out of standard hours work assisting with large events such as Open Day, public lectures, recruitment and other public relations activities.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

Broad direction is provided by the Communications and Web Manager. The Marketing Communications Officer works within the policy framework of the University and is expected to use his/her initiative to interpret, redefine and innovate where appropriate

without impacting on other work areas. The incumbent is expected to work independently, be self-motivated, prioritise workloads and plan ahead.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Marketing Communications Officer will be required to regularly make judgements often in relation to processes, communications and quality standards. The role requires a high level of judgement and problem-solving skills in interactions with stakeholders and the ability to recommend, develop and implement new procedures for the Faculty of Arts marketing activities.

The incumbent will be required to respond to a variety of issues, often with competing timelines. Exceptional time management skills and the ability to prioritise competing demands are essential. Sound knowledge and understanding of basic fundraising principles is required.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Marketing Communications Officer is required to develop comprehensive knowledge of the Faculty of Arts and the broader University, EHS and risk management policies and procedures, and the University's wider marketing communications policies and procedures. Knowledge of the University and its organisational structure is important.

4.4 RESOURCE MANAGEMENT

This position does not directly manage a budget but works closely with the Communications and Web Manager who is responsible for budgets. The incumbent is required to work collaboratively to ensure these budgets are expended within University guidelines and appropriate documentation is presented to accounts and other reporting units.

4.5 BREADTH OF THE POSITION

The Marketing Communications Officer liaises with a wide range of people, including academic and professional staff, students, Graduate School, Academic Schools, University Services External Relations, external suppliers, contractors and the general public.

The incumbent needs to be comfortable taking responsibility and control of publications and details associated with their creation. Administrative duties are associated with the role as well in relation to publication planning and relationship management with stakeholders.

At times, the incumbent may be called upon to assist with activities on behalf of other team members such as attendance at events, representation at university meetings, and other duties, as required.

5. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification

and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

7. Other Information

7.1 ORGANISATION UNIT

The External Relations unit in the Faculty of Arts is responsible for effectively supporting, integrating and coordinating the Faculty of Arts' Alumni Relations, Industry Partnerships, Public Programs, Executive and Community Education as well as Marketing, Communications and Student Recruitment activities. The unit is responsible for all external engagement activities, both national and international, ensuring that all activities support the Faculty's broader research, teaching, learning and internationalisation strategies. The unit works collaboratively with academic and professional staff across a number of business units of the Faculty, academic schools and graduate schools, as well as with the External Relations portfolio in University Services.

7.2 BUDGET DIVISION

<http://arts.unimelb.edu.au/>

The Faculty of Arts is at the forefront of teaching and research in the languages, humanities and social sciences fields in Australia and in many cases internationally. Founded in 1853, the Faculty of Arts is one of Australia's oldest and largest faculties with

approximately 400 staff and 8000 students engaged in over 900 subjects in more than 40 areas of study. As Australia's premier Arts faculty, it aims to provide an exciting, high-quality intellectual environment that will attract the best students and staff across a wide range of disciplines.

The Faculty of Arts maintains strong connections with leading international universities through research collaborations and student exchange programs, and nurtures relationships with government, not-for-profit and private organisations through student internship placements, research projects and community engagement.

As well as housing the Graduate School of Humanities and Social Sciences, the Faculty of Arts also comprises five academic schools:

- ▶ Asia Institute
- ▶ School of Culture and Communication
- ▶ School of Historical and Philosophical Studies
- ▶ School of Languages and Linguistics
- ▶ School of Social and Political Sciences

Our students and staff are supported by business units within the Faculty including:

- ▶ The Office of the Dean and Faculty Executive Director
- ▶ The Academic Support Office
- ▶ The Strategy, Planning and Resources Unit
- ▶ The External Relations Unit
- ▶ The Research Office
- ▶ The Human Resources Office

For more information on the Faculty please see www.arts.unimelb.edu.au.

7.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

7.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

7.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>.