



POSITION DESCRIPTION

Melbourne Graduate School of Education

External Communications Coordinator

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| POSITION NO | 0049213 |
| CLASSIFICATION | UOM 7 |
| SALARY | \$91,913 - \$99,495 |
| SUPERANNUATION | Employer contribution of 17% |
| WORKING HOURS | Full-time |
| BASIS OF EMPLOYMENT | Continuing position |
| 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 | Genevieve Costigan Tel +61 8344 0387 Email gco@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 External Communications Coordinator is a key member of the Strategic Communications Team at the Melbourne Graduate School of Education (MGSE). The Strategic Communications Team is responsible for delivering and implementing the internal and external communication strategies for the Melbourne Graduate School of Education. The team provides communications services to MGSE which include strategy development, media engagement and liaison, social media, stakeholder events, publishing, MGSE website and Intranet, multimedia, brand governance, advice and support to MGSE's staff including research centres and hubs and the Dean and Executive Team.

The External Communications Coordinator is responsible for the delivery of timely and relevant media and communications content to promote and build on MGSE's research and teaching profile. This includes responsibility for MGSE's online and print channels including media and social media, web content, digital assets, media monitoring, writing services, publication advice and development, liaison with external suppliers and the broader University of Melbourne communications network.

The External Communications Coordinator reports to the Strategic Communications Manager and works closely with other members of the Communications Team and colleagues across MGSE and the University of Melbourne.

1. Key Responsibilities

- ▶ Develop and implement media and social media strategies and individual plans as required.
- ▶ Develop and produce high quality digital content, such as articles, videos and podcasts for the MGSE website, social media and You Tube channels.
- ▶ Manage the surveying, monitoring and reporting of the effectiveness of the media and social media strategies and identify new or emerging communication opportunities.
- ▶ Review and maintain the News section of the MGSE website and other sections as required.
- ▶ Provide proactive and reactive liaison services to the media and MGSE academics in conjunction with the University's media and social media teams.
- ▶ Liaise with MGSE academics to provide editorial and writing services for the development of communications outputs from their research including content for the University's online magazine *Pursuit*.
- ▶ Deliver high quality e-newsletters for external stakeholders.
- ▶ Provide expert brand management advice to colleagues across MGSE and liaise with the University of Melbourne Brand Management team.
- ▶ Commission and manage film production both at the University and externally for the MGSE.
- ▶ Provide publications advice and services to colleagues across MGSE including liaising with external suppliers such as graphic designers.
- ▶ Collaborate and engage with allocated MGSE research centres and hubs to facilitate the exchange of knowledge, support and promotion of academics' work.
- ▶ Other duties as directed by the Strategic Communications Manager.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A relevant degree (media, professional communications) with at least five years subsequent relevant experience; or extensive experience and management expertise; or an equivalent combination of relevant experience and or/education/training.
- ▶ Very high level writing and editing skills with proven experience developing content (especially digital) for multiple audiences across multiple platforms including social, web, video, podcasts and print.
- ▶ Experience in developing, delivering and evaluating media and social media strategies and communications plans that align with business needs.
- ▶ Demonstrated experience in giving proactive and reactive media and communications advice to multiple stakeholders with competing priorities.
- ▶ Highly developed organisational and project management skills, and proven capacity to work on multiple projects simultaneously in a fast-paced environment.
- ▶ Evidence of both the capacity to work autonomously and as part of an effective team.
- ▶ Ability to demonstrate strong client and stakeholder satisfaction from a record of outstanding stakeholder service.

2.2 DESIRABLE

- ▶ Previous experience in the tertiary education sector.
- ▶ Experience in web content management systems such as Squiz Matrix or similar, analytics tools such as Google Analytics and Project Management tools.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The External Communications Coordinator will work collaboratively and under the broad direction of the Strategic Communications Manager and is expected to exercise a high level of independence in undertaking the responsibilities of the position.

3.2 PROBLEM SOLVING AND JUDGEMENT

The External Communications Coordinator needs to exercise a high degree of professional judgement in managing competing priorities and is expected to work in a collaborative and generous style that fosters teamwork and collaboration beyond the immediate team. The External Communications Coordinator will routinely make independent decisions in managing their day to day work and their time management.

The External Communications Coordinator must be able to demonstrate excellent stakeholder management skills in all aspects of their work. These skills are essential for building relationships at the MGSE and with colleagues across the University and externally. Well-attuned problem solving skills are also required and the capacity to proactively identify, manage and resolve problems. It is crucial that the External Communications Coordinator has established relationship management skills and highly

effective interpersonal skills and can process multiple points of view in order to provide excellent service provision.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The External Communications Coordinator is expected to develop a broad understanding of the higher education sector, the University of Melbourne and a detailed knowledge of the work of the Melbourne Graduate School of Education.

3.4 RESOURCE MANAGEMENT

The External Communications Coordinator will be required to work with allocated budgets and maintain accurate records of any expenditure.

3.5 BREADTH OF THE POSITION

The position has responsibility for producing MGSE external communications projects and activities which deliver on the MGSE communications plans and strategies in the context of the wider MGSE Strategic Plan 2018-2021. The External Communication Coordinator II work and liaise with colleagues across the MGSE, the University of Melbourne and with external stakeholders.

4. *Special Requirements*

- ▶ Unrestricted right to work in Australia;
- ▶ Any offer of employment will be conditional upon receipt and maintenance of a valid Working with Children Check;
- ▶ Some out of hours work will be required; and
- ▶ This position is based at the Parkville site. Travel to other sites may be 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

Melbourne Graduate School of Education

7.2 BUDGET DIVISION

Our Vision:

Together we equip people to address the major educational challenges of our times.

Our values:

Respect, Integrity, Curiosity, Fairness and Transparency

Our Mission

The Melbourne Graduate School of Education fosters staff productivity, growth and engagement in a collective effort to enrich the contribution that education makes to society.

- We conduct research and teaching that leads to the transformation of education practice both within and beyond the profession.
- We stimulate learning that enriches the potential of students from around the world, enabling meaningful careers and profound contributions to communities.
- We provide research leadership, setting the direction for high impact, innovative and responsive research that addresses the pressing issues of our times.
- We lead purposeful engagement with society, sharing our resources and expertise as part of collaborative efforts to build a resilient, equitable and sustainable future.

MGSE is a hub of high impact research and teaching. Home to a number of internationally recognised experts, we are at the cutting edge of teaching and research in our field.

Part of the University of Melbourne's Parkville campus, we are based at 234 Queensberry Street and 100 Leicester Street. Our buildings are designed specifically for graduate education students, offering a range of contemporary learning and social spaces.

Our flagship Master of Teaching is based on a clinical approach to teaching and is a significant shift away from traditional approaches to teacher education. We also offer a range of professional development and higher degree research courses for people working in education and related professions. A large number of significant research projects are based here, and we work closely with local, national and international partners on a wide range of projects across education and related disciplines.

For more information about us, visit: education.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.

<https://research.unimelb.edu.au/>

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>