

POSITION DESCRIPTION

Position Title	National Manager, Strategic Communications		
Organisational Unit	Marketing and External Relations		
Functional Unit	Marketing and Communications		
Nominated Supervisor	Associate Director, Marketing and Communications		
Higher Education Worker (HEW) Level	HEW Level 9	Campus/Location	North Sydney
CDF Achievement Level	2 Management (Middle)	Work Area Position Code	10674
Employment Type	Full-time, Continuing	Date reviewed	August 2017

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE CORPORATE SERVICES PORTFOLIO

The Corporate Services Portfolio enables and fosters an engaging student and workplace experience through services aligned to the Identity and Mission, and the Strategic Plan of the University. The Portfolio is comprised of the directorates of Finance, General Counsel, Governance, Human Resources, Information Technology, Marketing & External Relations, Planning & Strategic Management, Properties & Facilities, Student Administration and the Office of the Chief Operating Officer.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations Directorate, under the direction of the Director of MER, encompasses Marketing and Communications, Digital Experience, Student Recruitment and External Relations, and Strategy and Planning.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

POSITION PURPOSE

The position plays a critical leadership role in driving ACU's Communications Strategy in alignment with the University's Brand Strategy and Strategic Plan.

The National Manager, Strategic Communications is responsible for ensuring ACU's external and internal communications are underpinned by a communications strategy and supported by the best systems, policies and processes.

The position drives communication initiatives to ensure that ACU is projected to domestic and international audiences as an impactful, empathetic and research-focused Catholic university.

It leads and manages the Communications team which has carriage for corporate communications, reputation and issues management, public relations and profile raising and internal communications.

The position works closely with the Office of the Vice-Chancellor to provide a strong linkage with Marketing and Communications, and regularly liaises with, and advises, the University's Senior Executive on communications strategy and related matters.

This role is also responsible for increasing the public profile of University research, as well as specific responsibility for the areas of the University that constitute the Law and Business portfolio. This includes the Peter Faber Business School, the Thomas More Law School and the Centre for Sustainable HRM and Wellbeing.

Reporting to the Associate Director, Marketing and Communications, the position operates with a high degree of independence and autonomy.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Lead the development and implementation of a Communications Strategy and Reputational Framework that will help to underpin University communications activity and position ACU as an impactful, empathetic and research-focused Catholic University.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Collaborate Effectively • Know ACU Work Processes and Systems 				✓
Consult with stakeholders across the University in the development, enhancement and rollout of ACU's Communications Strategy.	<ul style="list-style-type: none"> • Deliver Stakeholder Centric Service • Collaborate Effectively • Know ACU Work Processes and Systems 				✓
Advocate and secure senior stakeholder buy-in for key communication initiatives, such as the use and development of enhanced internal communications platforms.	<ul style="list-style-type: none"> • Adapt to and Lead Change • Communicate with Impact • Know ACU Work Processes and Systems 				✓
Embed market research and digital insights in all communications activity, ensuring that communications are targeted, on brand and iterative based on insights/analytics.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Collaborate Effectively • Know ACU Work Processes and Systems 	✓			

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Build and develop a high-performing and service-orientated communications team that delivers strong public relations and media management outcomes for the University.	<ul style="list-style-type: none"> • Deliver Stakeholder Centric Service • Coach and Develop • Be Responsible and Accountable for Achieving Excellence 	✓			
Build a collaborative work environment, working across teams within MER and other ACU business units to ensure that communications/PR initiatives are integrated and leveraged in a timely manner to the benefit of the University.	<ul style="list-style-type: none"> • Adapt to and Lead Change • Collaborate Effectively • Know ACU Work Processes and Systems 				✓
Manage external suppliers/contractors ensuring alignment of all communication activities.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Communicate with Impact • Make Informed Decisions 	✓			
Lead the development, review and improvement of University policies, procedures and activities related to communications, including reputation, issues and crises management.	<ul style="list-style-type: none"> • Adapt to and Lead Change • Collaborate Effectively • Be Responsible and Accountable for Achieving Excellence 	✓			
Keep up to date with industry trends to maximise opportunities for ACU communications planning/initiatives.	<ul style="list-style-type: none"> • Make informed decisions • Communicate with impact • Apply commercial acumen 	✓			
Ensure compliance with University processes and procedures in relation to the management of budget and financial dealings, including all arrangements with external parties, and following appropriate University policies.	<ul style="list-style-type: none"> • Apply commercial acumen • Make informed decisions • Be Responsible and Accountable for Achieving Excellence 	✓			

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Regularly engage with researchers/stakeholders within ACU's Law and Business portfolio to identify and secure publicity outcomes for them.	<ul style="list-style-type: none"> Adapt to and Lead Change Collaborate Effectively Be Responsible and Accountable for Achieving Excellence 				✓

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Develop a Communications Strategy and Reputational Framework in close consultation with senior stakeholders
- Shape and influence communications activities in alignment with ACU's Brand Strategy and informed by key market research and insights/analytics.
- Demonstrate market impact and increased levels of public awareness of ACU in alignment with the University's Brand Strategy as an impactful, empathetic and research-focused Catholic University.
- Build a high-performing and service-orientated communications team.

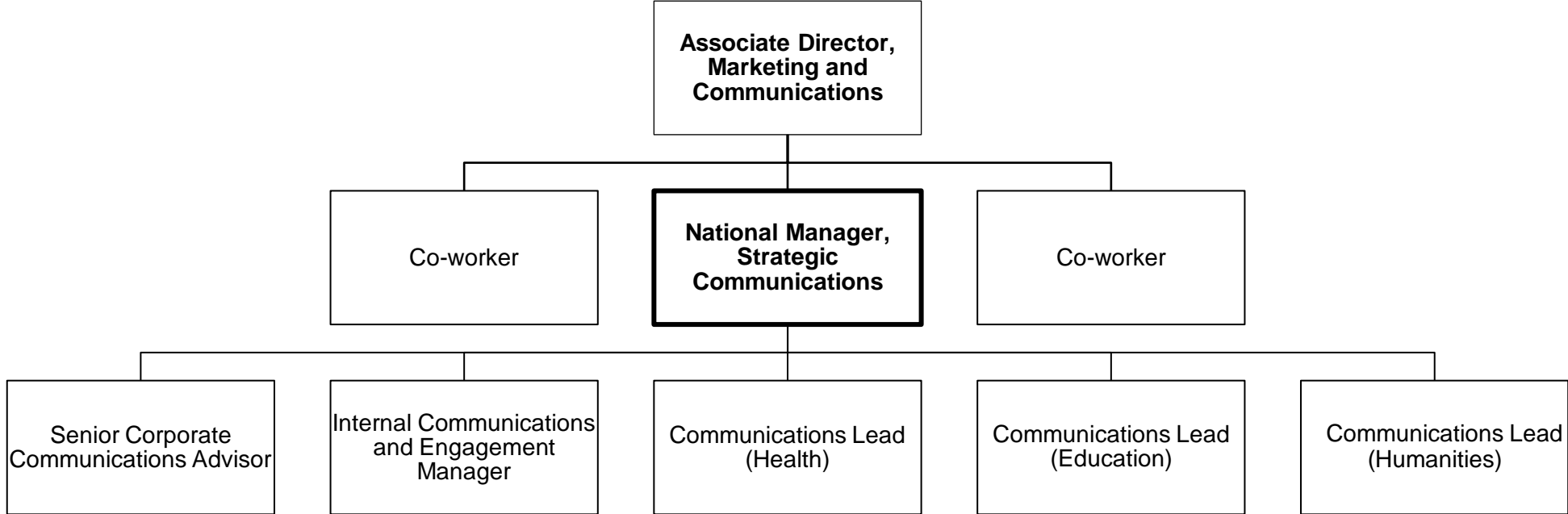
Decision Making / Authority to Act

- The position holder gives advice and recommendations on policy changes, as well as proposing new policies, to improve the standard of communication activities across the University.
- The position holder responds to communication enquiries and organises all aspects of communications plans within a prescribed budget.
- The position holder gives advice and recommendations to senior stakeholders across the University in regards to communication activities, in alignment with ACU's brand and strategic direction.

Communication / Working Relationships

- The position holder will be required to communicate with professionals from relevant external parties, such as contractors/suppliers, to develop and implement communication strategies.
- The position holder will interact internally with staff, including the Office of the Vice-Chancellor and the Senior Executive Group, in the planning and execution of communication strategies.
- The position holder is responsible for communicating policies, procedures, initiatives and direction for communications consistent with the ACU brand and Mission to the general ACU staff.
- The position holder makes recommendations and advises on best practice to stakeholders across the University on ways to improve communications.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Postgraduate qualifications and extensive relevant experience in a marketing, communications, media studies or a related discipline; or extensive management experience and proven management expertise in marketing or communications or an equivalent combination of relevant experience and/or education/ training.
2.	Demonstrated experience leading a high-performing and service-orientated communications team.
3.	Extensive experience in corporate communications including the successful development and implementation of segmented communication strategies and plans across all platforms, traditional and digital.
4.	Proven experience in the management of stakeholder communications and supporting stakeholder relations in a complex organisation.
5.	Demonstrated experience in planning and implementing integrated communications strategies based on analysis of market research and digital insights.
6.	Proven ability to investigate and make recommendations on issues relating to reputation and crisis communications.
7.	Excellent interpersonal, negotiation and influencing skills with the capacity to build solid working relationships with people at all levels of an organisation.

Core Competencies (as per the [Capability Development Framework](#))

8.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
9.	Demonstrated ability to adopt an organisational wide point of view and make informed, evidence-based decisions to achieve high quality outcomes for the organisation and seize opportunities that improve organisational viability.

Other attributes

11.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
-----	--