POSITION DESCRIPTION

Position Number: 6002
Position Title: Communications & Media Officer
Division: Communications and Marketing, University of Melbourne Student Union Inc. (UMSU)
Department: Communications & Marketing
Employment Status: Full Time, Fixed Term
Classification Level: Professional Level 7
Reports to: Manager, Communications and Marketing
Reported to by: N/A
Incumbent: Vacant
Date Effective: May 2015

Background:

The University of Melbourne Student Union Inc (UMSU) is an incorporated association and is recognised by the University of Melbourne as the representative body for all students. UMSU is governed by an elected Students’ Council and twelve committees elected by and from students. UMSU is responsible for a broad range of student representative, student engagement and student support activities.

UMSU operates under the principles of Student Unionism which are broadly defined as student control of student affairs.

UMSU staff are organised within four Divisions:
- Advocacy & Legal;
- Arts & Entertainment;
- Communications and Marketing;
- Clubs and Volunteering;

Each Division is supported by a Student Advisory Group that is comprised of elected student representatives and designed to support ongoing collaboration between UMSU staff and elected student representatives. Student Advisory Groups provide feedback and advice from a student perspective to enhance participation in UMSU operated programmes and services.
The MU Student Union Ltd (MUSUL Services) is wholly owned subsidiary of the University of Melbourne. The MU Student Union Ltd is governed by a board comprising University appointees and student representatives. The organisation’s objectives are to provide facilities and amenities directly to students, as well as supporting student representative organisations through the provision of physical and corporate infrastructure.

UMSU and the MU Student Union Ltd (MUSUL) have entered into a Facilities and Services Agreement that forms the basis of their partnership and details the provision of certain MUSUL infrastructure and procedures to UMSU.

MUSUL employs the staff working within UMSU and provides the following services to students, and their organisations including:

- Corporate Services (Finance, HR, OH&S, IT)
- Facilities and Infrastructure;
- Commercial Services;
- Office of the CEO;

UMSU and MUSUL embrace the policies and principles of equal opportunity and occupational health and safety.

**Divisional Overview:**

The Communications and Marketing Division of UMSU exists to communicate to students the activities and functions of both UMSU and MU Student Union Ltd. It is responsible for both the creation and the implementation of organisation-wide marketing and communications strategies that endeavour to engage students with the Student Union and its various departments and services.

It is also responsible for face-to-face communication and promotion through the Information Centre, Orientation and Marketing programmes.

**Values:**

**Student Centred:** Provide relevant, responsive and reliable services, facilities and student engagement opportunities that are valued by students and enhance their university experience;

Provide informed and professional support, infrastructure and guidance to enhance student engagement.

**Respect:** Courtesy and professionalism shown towards staff, students and the public in service delivery, communication and behaviour.

**Achievement:** Deliver outcomes that support the organisations goals and values.

**Proactive:** Informed, consultative and timely decision-making, including relevant stakeholders, taking account of likely effects and impacts.

**Sustainable:** Continually evolve while utilising resources responsibly.
**Conduct and Behaviour:**

All employees are covered by the code of conduct and are expected to observe standards of equity and fairness in dealing with other employees, students and members of the public by:

- Act in ways that foster and protect the business, reputation, best interests and welfare of MUSUL and UMSU and taking action to prevent unethical practices as appropriate;
- Maintaining appropriate confidentiality, regarding personal and commercial matters;
- Act in good faith, ethically and in the best interests of MUSUL and UMSU;
- Complying with MUSUL and UMSU policies and procedures, laws, regulations and standards that apply to us in our professional conduct;
- Perform duties professionally and with skill, care and diligence;
- Ensure that during working hours activities are confined to MUSUL or UMSU work requirements, unless prior written approval has been received from your Manager;
- At all times treat students, colleagues and members of the public with courtesy, respecting their roles and duties;
- Act honestly and fairly in all internal and external transactions and dealings with individuals and organisations.

**Position Summary:**

To source, develop, edit and publish written and audio-visual content, electronically and in print, consistent with MU Student Union Ltd and UMSU Communications and Marketing plans.

To develop and implement MU Student Union Ltd and UMSU social media strategies.

To assist in the development, implementation and evaluation of communications and marketing strategies for the MU Student Union Ltd and UMSU, and to provide media and communications support for these strategies.

To assist in the organisation and promotion of major events including Orientation and Mid-Year Orientation for the University of Melbourne Student Union and the MU Student Union Ltd.

**Key Responsibility Areas (KRA’s):**

Participate in the C&M Student Advisory Group.

**KRA1: Communications & Marketing**

- In conjunction with the other staff of the Communications and Marketing Unit, contribute to the development, planning and implementation of organisational and departmental Communications & Marketing plans for UMSU and the MU Student Union Ltd;
- Evaluate current Communication & Marketing strategies and editorial guidelines, and provide feedback to the Manager, Communications and Marketing, relevant staff and student representatives.

**KRA2: Publications (print and online)**

- Source, develop, edit and update a range of written and audio-visual material and other marketing collateral in support of organisational and departmental Communications & Marketing plans;
- Source, develop, edit, update and publish copy for the UMSU and MU Student Union Ltd website;
- Oversee and coordinate the development, editing and publication of copy for regular informational publications aimed at students, including a dynamic and engaging web presence, weekly newsletters, student guides, flyers and other similar initiatives;
Monitor, moderate and update relevant UMSU and MU Student Union Ltd social media channels ensuring that students receive timely feedback and that information flows to relevant staff and student representatives;

Provide guidance to staff and student representatives in effective use of web and social media, and appropriate communication strategies;

Manage the weekly content for UMSU and MU Student Union Ltd information on the digital screens in Union House;

Manage the weekly content of A1 and A3 information posters throughout Union House.

**KRA3: Media Relations**

- Maintain a dedicated dialogue with external press, broadcast and online media;
- Proactively source and regularly present news and feature stories which demonstrate the Student Union strengths in students life;
- Monitor external media coverage for the MU Student Union Ltd and UMSU’s activities and events;
- Participate in delivery of training for staff and student representatives who interact with external print, broadcast and online press and media.

**KRA4: Audio-visual material**

- In conjunction with the Graphic Designer (Print) and the Multimedia Coordinator, create, maintain and expand a library and archive of photography and video resources;
- Create, grow and publish creative audio-visual material.

**KRA5: Events**

- Provide communications and media support for UMSU and the MU Student Union Ltd’s presence in major events, such as Orientation and Mid-year Orientation;
- Provide communications and media support to assist UMSU and MU Student Union Ltd departmental events;
- To assist the Marketing & Events Officer in the organisation of major events (including Orientation and Mid-year Orientation for the University of Melbourne Student Union and the MU Student Union Ltd) through different communications channels.

**KRA6: Research & Analysis**

- In conjunction with the Manager, Communications and Marketing, coordinate and manage research projects;
- Support research conducted by MU Student Union Ltd and UMSU Departments, including with data collection and analysis;
- In conjunction with the Manager, Communications and Marketing coordinate relevant market research projects to assist in service development, marketing and promotion of MU Student Union Ltd and UMSU.

**JOB COMPLEXITY, SKILLS & KNOWLEDGE**

**Level of Supervision, Accountability & Extent of Authority:**

The incumbent works under general direction of the Manager, Communications and Marketing. This position is required to provide regular work reports to their supervisor and to provide quarterly reports on outcomes and achievements.

Accountable for preparation of copy with and for a variety of internal and external stakeholders, and ensuring relevant requirements of communications and marketing plans are delivered in a timely manner. In conjunction with other Communications and Marketing staff, be accountable for the accuracy and production of MU Student Union Ltd publications and for ensuring compliance with relevant editorial and design policy and guidelines.
Accountable for the implementation of the MU Student Union Ltd and UMSU media and social media policies and strategies.

Providing advice and support to staff and student representatives in relation to communications, media and social media engagement.

Judgement, Independence & Problem Solving:

The position operates under the broad direction of the Manager, Communications and Marketing, within the following bounds:

- Independent judgement and initiative essential, along with the ability to organise and prioritise the project workload and work to tight deadlines and budgets.
- Ability to identify and highlight ongoing and emerging issues for the student population as appropriate.
- Ability to work within defined guidelines, exercising individual judgement about appropriate means of communication, with options being identified and recommendations being developed.

Professional & Organisational Knowledge:

The position requires professional knowledge from relevant qualifications and/or considerable experience in the education or community sectors.

Health & Safety and Environmental Responsibilities of Staff

General Responsibilities

Staff shall be responsible for:

- the reasonable care for their own health and safety and that of other personnel who may be affected by their conduct;
- cooperating with others in relation to actions taken by MU Student Union Ltd to comply with Occupational Health and Safety legislation;
- not wilfully placing at risk the health or safety of any personnel;
- not wilfully or recklessly interfering or misusing anything provided in the interest of health and safety or welfare of any personnel;
- undertaking tasks in accordance with relevant standard operating procedures or work instructions;
- wearing correct personal protective equipment specified in standard operating procedures or working instructions;
- seeking supervision and guidance from the relevant supervisor for all new or modified work procedures;
- using University and/or MU Student Union Ltd divisional procedures to report hazards and incidents;
- where required, participating in health and safety consultative arrangements, including meetings;
- where required, participating in health and safety information, training and induction procedures;
- following MU Student Union Ltd and divisional procedures for emergencies;
- implementation of relevant specific responsibilities described in the University’s and or MU Student Union Ltd’s health and safety policies and procedures.

Authority to Act

Staff have the authority to act to:

- commence an emergency response in accordance with emergency procedures;
- report workplace hazards and incidents to the local manager or supervisor;
- raise health and safety issues in accordance with the Issue Resolution Procedure;
- after consultation with the local manager or supervisor, cease a task and seek alternate duties where the nature and degree of the health and safety risk results in an immediate and serious threat to the health and safety of the staff member.

**SELECTION CRITERIA**

**Essential Skills and Qualifications:**

- Tertiary qualifications in communications, journalism, social science, research or a related discipline;
- Experience in communications, preferably to the student demographic;
- Experience in media liaison, research and project work, with a demonstrated ability to meet deadlines and work within budget;
- Excellent communication, interpersonal and relationship building skills including the ability to communicate ideas effectively to different stakeholders;
- Good proofreading and editorial skills;
- Excellent organisational, administrative and problem-solving skills;
- High level computer skills, including word processing, spreadsheets and databases;
- An understanding of higher education institutions and student, community and/or membership-based organisations;
- Experience in preparing submissions and research papers.

**Desirable Skills and Qualifications:**

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
- Experience in qualitative and quantitative statistical research methods;
- Experience with Adobe Design Creative Suite (InDesign, Photoshop, Illustrator);
- Experience in photography, video filming and editing (Final Cut Pro);
- Understanding of, and commitment to, principles of student unionism.

**Conditions of Employment:**

Terms and conditions are in accordance with the MU Student Union Ltd Collective Agreement 2013 or any replacement agreement.

I have read, understood and agree to comply with the position description.

Signed: ____________________________________________ Date: __________

*(Incumbent)*

Signed: ____________________________________________ Date: __________

*(Supervisor)*

Signed: ____________________________________________ Date: __________

*(Senior Officer)*

Signed: ____________________________________________ Date: __________

*(Human Resources Manager - MUSUL Services)*