

Position Description

Communications/Stakeholder Engagement Officer

Created: 1 July 2020

Reports to: Manager Student Engagement/Communications

Level of supervision: Routine supervision provided and will be provided extensive professional development opportunities

Position type: Part time 0.8 FTE Fixed Term – 2-year contract

Level 3.3

Position purpose

The role provides support and undertakes tasks to increase stakeholder engagement, communication and marketing capacity for GSA with effective and efficient communications and engagement both internally and externally, including social media, stakeholder engagement, events, publications and digital media. The role will also be responsible for creating content to support the student engagement and advocacy events, activities, and campaigns. The role will support staff to develop comprehensive stakeholder engagement plans and support networking. The role will also oversee and support the graduate roles who undertake the graphic design, social media and the publication functions with the Manager Student Engagement/Communication.

Main tasks

Key Responsibilities

- Creating, updating and maintaining GSA content, including but not limited to website, social media, digital media
- Work closely with the wider team including the graduate roles within communications to create promotional materials for GSA related events/activities
- Ensure that GSA communications are relevant and timely to support GSA campaigns and activities
- Develop, implement and support stakeholder engagement plans and networks as required for specialist projects/campaign or announcements
- Manage content for social media, the website, print material, digital signage and merchandise

Key Selection Criteria

Essential Criteria

- Postgraduate degree level, or equivalent, in Communications; or completion of a relevant qualification and subsequent relevant work experience
- High level verbal and written communication skills with the ability to relate effectively with a range of stakeholders
- Demonstrated ability to apply sound organisational and time management skills, including the ability to prioritise and schedule communications, work independently and as part of a team
- Excellent interpersonal and broadcast communication skills, including experience in writing, editing and social media content, for a variety of audiences
- High level of proficiency in the use of standard application software such as the Microsoft Office Suite and Adobe Creative Suite
- Working knowledge of developing content for e-newsletter programs



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- Strong understanding and/or background in social media platforms such as Facebook, Instagram, LinkedIn, Twitter

Desirable

- Experience in developing content for advocacy
- Experience using WordPress
- Event photography capability

Please note: This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e. that relate to a role of a Communications Officer

Acknowledgement

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date

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Manager

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Date