

Position Description

Manager Student Engagement & Communication

Created: September 2020

Reports to: CEO

Level of supervision: High level independence with department management and significant organisation-wide responsibilities.

Position Type: Fixed Term, Full Time Employee (36.25 hours)

Level: based on experience with additional 17% super

Position purpose

The role will work with the student engagement team to implement and execute the student engagement functions of the GSA, meeting its objectives of:

- Creating fun, social events that help build a strong GSA community.
- Creating greater outreach and awareness of GSA (its purpose and services) via events and activities.
- Helping create an image and impression of GSA commensurate with our brand values and operational values.
- Support the strengthening of training and development for graduates, innovate programs to assist transition to work and to support emotional and mental health.
- Develop and strengthen Graduate Group Programs to better engage GSA with the graduate community.
- Develop and implement our marketing strategies and campaigns to drive brand awareness, student engagement and experience.

The role will also ensure our brand's unique identity and tone of voice speaks the same language across the multitude of marketing communication channels to ensure we are truly connecting and reaching out to our audience.

Ultimately, you will help us improve GSA's reputation and drive growth.

Main tasks

Student Engagement Team management (Including Training Development and Grad Groups)

- Plan, Implement and evaluate the GSA's events – this includes working with colleagues and the University more broadly.
- Ensure the success of the orientation programs two times per year and ensure partnership development.
- Oversee strategic communication and stakeholder partnership building to improve the success of student engagement.
- Leadership role along with other staff and GSA Council to ensure events run successfully.
- Plan, implement and develop the grad group programs with strengthened collaboration and participation.
- Ensure that OHS requirements are met in running events, notifying the CEO of any concerns.
- Event management undertaken as per policy, and financial management undertaken as per delegation.
- Develop strategies for income generation for the long-term sustainability of GSA.
- Evaluate all the functions of the staff team and offer comprehensive reports to CEO and GSA Council.
- Ensure all events are documented and evaluated as per the project management guidelines, and reporting undertaken as per policy.

Communication – Lead the Communication Team

- Develop and execute brand marketing strategies and plans in line with GSA objectives and initiatives.

- Manage the strategic direction and activation of marketing campaigns and promotions across multiple platforms including social media, email, publications and events, ensuring all communications reflect our identity and values.
- Management of Stakeholder/Communications Officer, Graduate Graphic Designer, and Graduate Publication Officer roles.
- Utilise existing market research, including stakeholder insights, to initiate and develop new opportunities.
- Build strategic relationships and partner with key industry players, agencies and third-party channels.
- Manage a marketing budget.
- Coordinate all public relations activities with external assistance, including press releases, to achieve best outcomes for our brand.

Human Resource Management

- Recruitment and induction of team members.
- Ensure all team members are provided supervision, and regular performance appraisals are undertaken.
- Provide guidance and support for staff to perform work and manage their professional development.
- Assist with team building collaboration and staff wellbeing activities.

Key Selection Criteria

Essential Criteria

- Postgraduate degree in community development, marketing or communication.
- Minimum of 4 years' management experience in community sector/tertiary sector.
- Senior Leadership skills in a similar organisation.
- Experience with departmental-level budget management.
- Experience in leading community engagement social marketing campaigns for community awareness and/or behaviour change.
- Ability to provide direction, supervision, leadership and support to staff in communication and student engagement teams.
- Ability to create high-level strategies and projects that drive the success of the organisation's Strategic Plan.
- Highly developed project management skills, exceptional written and verbal communication skills.
- Experience managing and responding to media.

Desirable criteria

- A high level of familiarity with the tertiary education sector.
- Experience managing communication strategies.
- Understanding of broader student political landscape and student issues, such as mental health, diversity and inclusion, research, sustainability, academic integrity and career transitions

Judgement and problem solving

This position is a senior management role with a genuine balance of strategic development, leadership, and hands on student engagement and marketing functions.

All decisions with a long term financial or significant impact will (as per the GSA Delegation & Authorisation Schedule) be submitted and approved by the CEO such as:

- Annual Budgets
- Organisational Development Strategies

Working Hours

The GSA Enterprise Agreement offers significant flexibility in the distribution of working hours to meet individual needs. This role is expected to be based on-site 5 days per week.

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 Services Coordinator.

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