

Position Title: Officer, Communications& Marketing

Division: Communications, Marketing and Events

Employment Status: Full time, ongoing

Classification Level: Professional Level 7

Reports to: Coordinator, Communications and Marketing

Reported to by: Social Media & Communications Interns

Incumbent: Grace Payne

Date Effective: October 2020

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 five Divisions:

- Advocacy & Legal;
- Arts & Culture;
- Communications, Marketing and Events
- Clubs and Volunteering; and
- Office of the Chief Executive Officer

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 UMSU Constitution establishes that UMSU will:

1. advance the welfare and interests of students;
2. represent students of the University within the University and to the community;
3. provide amenities and services, principally for students and other members of the University community, and incidentally to the public.

4. provide an independent framework for student social and political activity;
5. develop, maintain and support student clubs, societies and associational life generally;
6. promote and defend the rights of students to education on the basis of equality, without regard to race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, political religious or ideological conviction, or national or social origin;
7. oppose violence and/or hatred through militarism, nationalism, or discrimination on the basis of race, colour, sex, sexuality, gender identity, age, physical disability, mental illness, economic circumstances, religion, or national or social origin;
8. provide a democratic and transparent forum in which students' affairs and interests can be governed in an effective and accountable manner; and
9. To promote free and accessible government-funded education.

In order to support these objectives UMSU staff observe the following values:

Student Led and Focussed

- Be true to our mission of ensuring student control of student affairs.
- Student needs and ambitions remain at the forefront of everything we do, and guide the decisions we make.
- We will continue to foster a sense of ownership amongst students and student representatives, to provide them with opportunities to shape the future direction of UMSU.

Inclusive and Connected

- Ensure that services, events and activities are accessible to, and take into account the needs of all students.
- Offer students the capacity to lead and shape enriching experiences that foster a lifelong connection to their communities.
- Providing opportunities for UMSU to engage with all students in some way.

Effective and Engaged

- Seek to influence, and be adaptive to, any changes in the University as they relate to students
- Development of a clear organisation-wide understanding of how we are perceived by students and to understand their needs and priorities
- Be aware of opportunities for internal collaboration to improve responsiveness and service delivery

Accountable, Transparent and Responsive

- Provide an environment and culture in which everyone feels included, supported and respected
- Maintain a positive and supportive organisational culture that is focused on the wellbeing of staff, student representatives and volunteers
- Communicate openly with student representatives, staff and volunteers to ensure that we are providing for their needs.
- A clear and consistent internal operating model to drive service provision

Divisional Overview

The Communications, Marketing & Events Division works closely with Student Representatives, staff and Volunteer Program Directors to enable them to foster a genuine connection with the student population across a variety of different media, activities and events. Working collaboratively with staff and student representative departments, the Division provides expert advice and support to key stakeholders in the conception, creation, design and implementation of departmental and organisation-wide marketing and communications strategies and events that seek to engage

students with UMSU. The Division is also responsible for facilitating face-to-face communication and promotion through the Information Centre, and coordination of UMSU's Orientation and Marketing programs.

In addition, acting as an internal service provider to the broader organisation, the Division actively creates, designs and implements organisation-wide marketing and communications strategies and events to promote UMSU.

Within the Communications, Marketing and Events Division, the Communications and Marketing Department communicates to students the full range of activities and functions that UMSU offers, and ensures these activities are accurately and professionally promoted and portrayed in all channels including:

- media statements;
- speeches;
- feature articles;
- advertisements;
- newsletters;
- websites;
- social media; and
- publications.

Position Summary:

The Communications & Marketing Officer is responsible for sourcing, developing, editing and publishing content for online and on-campus distribution. The incumbent is responsible for ensuring all publications align with UMSU Communications and Marketing plans. In addition, the incumbent will fulfil a mentor and development role through their working relationship with Social Media and Communications Interns.

The incumbent is also expected to lead the development, implementation and evaluation of communications and marketing strategies for UMSU and provide media and communications support for these strategies. Drawing upon current market trends, knowledge of media ethics and student values, the Communications & Marketing Officer will cultivate strategies and marketing plans that best serve audience's needs and interests.

Finally, the Communications & Marketing Officer will assist the broader division in the organisation and promotion of major events including start-of-year and Mid-Year Orientation for the University of Melbourne Student Union.

Key Accountabilities

Communications and Marketing

- Assist in the development, implementation and evaluation of organisational and departmental marketing and communication plans;
- Develop and deliver a broad ranging marketing content that can be strategically deployed across various communication channels including social media and newsletters in support of marketing strategies;
- Ensure that all marketing content is produced with a consistent approach to brand, tone of voice and audience engagement principles;

- Evaluate current Communication, Marketing and Events strategies and editorial guidelines, and provide feedback to the Manager, Communications, Marketing and Events, relevant staff and student representatives;
- Manage the regular distribution of advertisements and/or promotional material throughout the campus;
- Working closely with the Communications Coordinator, contribute to the development of annual strategies and goals; and
- In conjunction with relevant departmental staff, develop and deliver training sessions for internal departments on the delivery of marketing campaigns and programs, organisational online strategies and communication goals.

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 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;
- Provide guidance to other divisions, student representatives, and volunteer program directors in effective use of web and social media, and appropriate communication strategies; and
- Maintain and monitor a campus wide distribution network for Student Union publications

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 student's life; and
- Monitor external media coverage for UMSU's activities and events.

Relationship Management

- Work collaboratively with student representatives, staff and volunteer program directors to prepare and present consolidated and integrated marketing solutions and events that are consistent with agreed promotional campaigns;
- Foster effective working relationships with key internal stakeholders, external advertisers and sponsors, and staff across the organisation to proactively identify and develop marketing and events opportunities;
- Represent the Communications and Marketing Department on the Student Advisory Group;
- Provide guidance and support to junior incumbents, namely social media and communications interns by providing sound advice and encourage the adoption of social media practises that promote maximum engagement and the fostering of a public image that is congruent to UMSU values; and
- Support the Marketing and Communications Coordinator with the development and delivery of training sessions for internal departments on the delivery of marketing campaigns and programs, organisational online strategies and communication goals.

Support for Events

- Provide communications and media support for UMSU's presence in major events, such as start-of-year and Mid-Year Orientation;
- Provide communications and media support to assist UMSU departmental events; and

- Provide support to the Events Support team by promoting major events through different communication channels with a view to increasing attendance and interactions.

Research & Analysis

- Working closely with the Coordinator, Communications and Marketing, to coordinate and manage research projects;
- Support research conducted by UMSU Departments, including assistance with data collection and analysis; and
- Prepare specialised reports, correspondence, recommendations, evaluations and advice on marketing initiatives for UMSU management.

Health & Safety and Environmental Responsibilities of Staff

General Responsibilities

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: [OHS Roles and Responsibilities](#)

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Employees.

Authority to Act

Executive authority to act is defined in:

- University of Melbourne Statutes and Regulations; and
- Individual position descriptions.

SELECTION CRITERIA

Essential Skills and Qualifications:

- Tertiary qualifications in communications, journalism, research or a related discipline coupled with experience in communications, preferably to the student demographic;
- Demonstrated experience in media liaison, research and project work, with a demonstrated ability to meet deadlines and work within budget;
- Sound knowledge of current market trends and aspects of the social and political climate that may impact upon media consumption amongst target demographics;
- Proven ability to successfully engage with individual values and objectives and translate these into media campaigns;
- Excellent communication, interpersonal and relationship building skills including the ability to communicate ideas effectively to different stakeholders;
- Well-developed proofreading and editorial skills;
- Proficiency in survey development and analysis;
- Excellent organisational, administrative and problem-solving skills; and
- High level computer skills, including word processing, spreadsheets and databases.

Desirable Skills and Qualifications:

- Experience in the higher education sector and/or in student, community and/or membership-based organisations;
 - Experience with Adobe Design Creative Suite (InDesign, Photoshop, Illustrator);
 - Experience in preparing submissions and research papers and in qualitative and quantitative statistical research methods; and
 - Understanding of, and commitment to, principles of student unionism.
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I have read, understood and agree to comply with the position description.

Signed: _____
(Incumbent)

Date: _____

Signed: _____
(Supervisor)

Date: _____