

Position Title:	Coordinator, Communications & Marketing
Division:	Communications, Marketing and Events
Employment Status:	Full time, ongoing
Classification Level:	Professional Level 7
Reports to:	Manager, Communications, Marketing and Events
Reported to by:	Communications Officer
Incumbent:	Vacant
Date Effective:	December 2018

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 of 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 Coordinator, Communications & Marketing provides comprehensive communications and marketing advice and support to UMSU staff and student representative departments. Acting as a key point of contact within UMSU, this position is responsible for guiding and supporting UMSU staff and student representatives in the development and implementation of departmental and organisational communication and marketing plans and related content.

This role is also responsible for the supervision and oversight of a small team, ensuring there is efficient, consistent and effective interaction between members of the team and the broader organisation.

Key Accountabilities

Communications and Marketing

- Lead the development, implementation and evaluation of organisational and departmental marketing and communication plans;
- Ensure that all marketing content is produced with a consistent approach to brand, tone of voice and audience engagement principles;
- Working closely with the Communications and Marketing Officer, develop annual online strategies and goals;
- Provide communications and media support for UMSU presence in major events, such as Orientation and Mid-year Orientation; and
- Working closely with the Communications and Marketing Officer, review and coordinate content updates including publications and events on the student union website in conjunction with the Manager, Communications and Marketing and other staff and student representatives.

Relationship Management

- Foster effective working relationships with key internal stakeholders, including student representatives and staff and external stakeholders to proactively identify and develop opportunities for interdepartmental collaboration;
- In conjunction with relevant departmental staff, develop and deliver training sessions for UMSU internal departments on the delivery of marketing campaigns and programs, organisational online strategies and communication goals;
- Work collaboratively with students and staff to execute consolidated and integrated marketing solutions and collaborative events that are consistent and relevant;
- Working with the Advertising and Sponsorship Officer, oversee in the development of sponsorship programs for activities and events; and
- Represent the Division on the CME Student Advisory Group.

Resource and Staffing Management

- Support and encourage the collaborative relationship between departmental staff and the CME Student Advisory Group;
- Ensure compliance with relevant legislation and policies;
- Provide leadership and support to the staff by facilitating a positive work environment and culture;
- Assume responsibility for the recruitment, selection, supervision and performance management of communications staff; and
- Manage the Communications & Marketing Department budget.

Research, Analysis and Advice

- In conjunction with the Manager, Communications, Marketing and Events, coordinate and analyse relevant market research projects and surveys to assist in service development, marketing and promotion of UMSU;
- Evaluate and review existing printed and online publications;
- Evaluate Communication & Marketing campaigns, and provide feedback to the Manager, Communications, Marketing and Events, relevant staff and student representatives on the effectiveness of campaigns, and opportunities for improving student engagement; and
- Working closely with the Manager, Communications, Marketing and Events, coordinate the development, implementation and evaluation of communications policy, procedure and guidelines.

Media Relations

- Ensure a dedicated dialogue with external press, broadcast and online media is maintained;
- 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 the UMSU's activities and events.

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, social science, research (or a related discipline), coupled with significant experience in the development, implementation and evaluation of marketing and communication plans;
- Proven ability to work collaboratively with key stakeholders to execute consolidated and integrated marketing solutions and collaborative events that are consistent and relevant;
- Highly developed skills in writing, evaluating and reviewing printed and online publications;
- Demonstrated experience in coordinating relevant market research projects to help inform service development, marketing and promotion of an organisation;
- Proven ability to maintain a consistent and dedicated dialogue with external press, broadcast and online media along with high level skills in the coordination of social media campaigns; and
- Previous experience in effectively supervising staff, with the ability to coach and mentor individuals to achieve training and development standards.

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; and
- Understanding of, and commitment to, principles of student unionism.

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

Signed: _____
(Incumbent)

Date: _____

Signed: _____
(Supervisor)

Date: _____