

UTS:HUMAN RESOURCES

Position Title	External Communication Officer
Unit/Division or Faculty	Marketing and Communication Unit, Division of Corporate Services
Position Number (if known)	New role
HEW Level	Level 7
Date	May 2017
ANZSCO Code (HR Use Only)	

POSITION PURPOSE

The External Communication Officer works to enhance UTS' reputation with external organisations including government, funding agencies, the not-for-profit sector, industry, community, and the local start-up precinct. They encourage advocacy, engagement and a sense of community amongst these audiences, and thereby support the University's ambition to be known as a world-leading university of technology.

The External Communication Officer executes official UTS communication programs for these audiences. They support mapping and surveys of these external partners, as well as helping to develop customer journeys and personas, and regularly measure external engagement and advocacy. They sometimes manage major broadcast communication channels to these audiences, and provide advice, support and strategic planning to internal clients wishing to communicate with external partners, as well as supporting improved external communication training.

In some cases the External Communication Officer is responsible for servicing the communication needs of a particular internal client. In these cases, the Officer may primarily be based in that area, whilst maintaining effective relationships with the wider External Communication team.

ENVIRONMENT AND DIMENSIONS

The Marketing and Communication Unit (MCU) takes the lead in developing strategies and relationships to build the UTS brand in order to achieve its desired prominence in the market place. It is responsible for effectively promoting and enhancing the image and reputation of the university through the development and implementation of marketing plans, media and public relations activities, internal communication and corporate identity strategy. MCU has both internal and external clients and delivers services to support them and to promote the overall strategic development of the university.

Dimensions

- Faculties: 8
- Full-time equivalent (FTE) staff: approx. 3450
- Students: approx. 40,000
- Marketing and Communication Unit Staff: approx. 75

The Marketing and Communication Unit comprises three areas: Strategic Marketing and Student Recruitment; Strategic Communication; and Brand Strategy and Engagement.

This role is based within the Strategic Communication team.

Strategic Communication

The Strategic Communication area protects and enhances UTS' reputation as a world-leading university of technology, internally and externally, by the use of best practice strategic communication.

This area is made up of 3 teams:

- Internal –provides training, support and strategic planning to internal clients wishing to communicate with staff and students, and manages internal communication channels.
- External - leads, and partners with others within the university, on communication programs with external partners such as industry, research funding bodies, government, precinct and community. It also supports training and skill development of staff wishing to interact with external partners.
- Media & PR- The team is the official university point of contact for external media seeking expert academic or corporate comment. They also support training to staff seeking to develop their own skills in interacting with the media in all its forms.

RELATIONSHIPS

Supervision

The position reports to either the External Communication Manager. In some cases, may supervise one or more staff members. They will usually have a dual reporting line, in to an area of the university which they service.

Collaboration and Communication Internal:

- Other marketing and communication staff in MCU
 - Marketing and communication roles across the University
 - Staff of the University, particularly of professional units wanting to strategically communicate with external partners, including those in corporate relations, research, external engagement, outreach and business development
 - In most cases, a close relationship with a particular area of the university, its staff and operations
- External:
- The incumbent will develop and maintain good relationships across a broad cross section of current and potential industry partners.
 - They may also liaise with local, state and federal government funding bodies, international funding agencies and research commercialisation agencies.
 - They may maintain relationships with other universities and tertiary institutions.

MAJOR RESPONSIBILITIES

The External Communication Officer may undertake some or all of these responsibilities as determined with their direct supervisor and documented in detail in their annual work plan.

Major Functions	Outcome
-----------------	---------

<p>Implement and evaluate external communication strategies, across a variety of channels</p> <ul style="list-style-type: none"> • Identify opportunities to develop external relationships through creating communication programs and strategies to promote UTS's research, teaching and engagement strategies. • Coordinate with faculty and divisional staff and also other communication staff across the university to facilitate knowledge sharing and to refine core messaging ensuring consistency in all aspects 	<p>Excellent awareness of the university's strategy, and major initiatives. Improved levels of advocacy amongst external partners.</p>
<p>of communication including development, production and education.</p> <ul style="list-style-type: none"> • Prepare and distribute key communication materials for target external audiences. • Measure and evaluate the success of external communication activities and recommend improvements/ alternative approaches. • Provide strategic communication advice to internal clients. 	
<p>Ensure a professional and timely service to internal clients and partners</p> <ul style="list-style-type: none"> • Under the direction of the External Communication Manager provide strategic advice to internal clients and partners on appropriate communication strategies including positioning and marketing mix elements. • Build strategic relationships with internal clients as well as external representatives. • Advocate on behalf of the University brand with external stakeholders across all communication channels and vehicles. • Improve measurement by monitoring engagement with communication materials and programs (e.g. electronic newsletters, events etc.). • Together with the External Communication Manager update and report on the success of the communication programs and strategies. 	<p>Positive working relationship with internal clients and partners.</p> <p>Deliver effective communication to meet business objectives</p>
<p>Manage major communication platforms</p> <ul style="list-style-type: none"> • Develop and maintain owned channels. • Sometimes administer key communication platforms, activities and publications. • Measure the ongoing effectiveness of channels. • Stay abreast of the latest external communication channels available. 	<p>Greater measurable effectiveness of key external communication channels.</p>
<p>Improved communication through nurturing the external communication skills of academic and professional staff</p> <ul style="list-style-type: none"> • Facilitate external communication training for targeted UTS staff. • Work effectively with internal clients invested in external engagement. • Develop online and offline platforms tools and materials to help UTS staff and students communicate. 	<p>Improved selfsufficiency of the UTS staff community to communicate with external organisations, efficiently and effectively.</p>

POSITION CHALLENGES

- Keeping up-to-date with a wide variety of information, including:
 - Major new UTS strategic initiatives, achievements and news
 - Sector issues
 - Media commentary and interest in higher education and broader societal issues
 - Currency of digital, social and traditional channels
 - Technological developments related to content creation and sharing
- Applying judgement and strategy to deliver ROI in a high-volume environment
- Balancing short-term tactical opportunities with proactive, longer-term strategic initiatives
- Maintaining effective relationships with internal stakeholders/clients
- Dealing with a fast-paced and demanding environment whilst maintaining professionalism and collegiality. Time management and priority setting
- Distilling complex topics and activities in order to make them relevant to intended audiences

AUTHORITY

- Working under the broad direction of the External Communication Manager this position has the authority to develop and implement communications strategies and plans and to develop and maintain external networks to ensure widespread understanding of UTS' profile amongst partners and community.

Leadership Capabilities For Role

Pipeline					
Category	Leading Strategically	Collaborating and Engaging	Leading Teams	Presence and Awareness	Leading Performance
Capabilities	Displays Creativity	Deals with Ambiguity	Motivates Others	Influences Others	Focuses on Client
	Maintains Perspective	Encourages Collaboration			Informs Others

HEALTH AND SAFETY

As a staff member must:

- Take reasonable care of, and cooperate with actions taken to protect, the health and safety of both themselves and others and
- Follow specific health and safety procedures as directed.

RECORDS MANAGEMENT

As a staff member must:

- Create and collect records that document your activities.

- Ensure records are captured into the official recordkeeping system.
- Manage records consistent with university procedures.



UTS KEY SELECTION CRITERIA

UTS:HUMAN RESOURCES

Position Title	External Communication Officer
Unit/Division or Faculty	Marketing and Communication Unit, Division of Corporate Services

Skills and Attributes

- Very good oral and written communication skills in a variety of formats and technologies, from social media to websites and traditional article writing.
- Professional liaison, negotiation and diplomacy skills – ability to liaise with senior academic and professional staff.
- Demonstrated ability and commitment to work with minimal supervision as well as in a team environment in the development and advancement of strategically driven projects.
- Basic understanding of measurement and evaluation within external communication.
- Good networking skills.

Knowledge

- Knowledge of the Australian university sector, or similar research and teaching organisations, or the not-for-profit sector (desirable).
- Experience with effective external communication strategies and approaches, including digital, social and traditional platforms, tools and channels.
- Basic knowledge of external communication measurement and evaluation.
- Familiarity with current issues relevant to the Australian higher education sector (desirable).

Qualifications

- Degree in communications, marketing or related area and /or relevant experience

Experience

- Successful record of developing and managing, or executing communication initiatives and campaigns within a large organisation.