POSSESSION SUMMARY

The Communications Advisor is responsible for advising on and implementing communication strategies for the Vice-Chancellor. Located in the Vice-Chancellor’s office, this key role is aimed at maximising engagement with the UNSW community, including staff, students and alumni, as well the wider community.

ORGANISATIONAL ENVIRONMENT

Overview of the Faculty/School/Divisional Work Unit

The Vice-Chancellor’s Office comprises a small team of senior advisers to the Vice-Chancellor, and administrative support staff.

Statistics

UNSW Australia is one of the country’s leading research and teaching universities. With more than 50,000 students from over 120 countries, it is also one of Australia’s most cosmopolitan universities. Located in Sydney, it has some 5,000 academic and professional staff, working in central administration and across eight faculties, as well as UNSW Canberra at the Australian Defence Force Academy. UNSW’s alumni community is around 240,000 strong, comprising graduates from 140 countries.

Reporting Relationships

Supervisor’s title: This position reports directly to the Vice-Chancellor

Positions reporting to this position: There are no direct reports to this position.

Other relationships: The Communications Adviser will liaise with other members of the University’s executive team on issues that need to be communicated to the UNSW community.
KEY DUTIES & RESPONSIBILITIES

- Develop a high level communications strategy for the Vice-Chancellor that identifies opportunities for communication and engagement with the UNSW community and the wider public.
- Develop and oversee an integrated digital communications plan for the Vice-Chancellor, including email bulletins, blog, the UNSW website, video and other social media platforms.
- Advise the Vice Chancellor on communications trends in social and online media.
- Advise the Vice-Chancellor on employing the most appropriate channels to deliver effective and targeted messages to relevant audiences and assist with crafting regular bulletins to staff, students and alumni.
- Ensure the UNSW community is aware of, and engaged with, the Vice-Chancellor’s strategic and operational plans for the institution.
- Liaise with units relevant to the institutional communications, such as UNSW Digital Services, the Pro Vice-Chancellor Students Office, the Media Office and Marketing’s social media area.
- Assist the Vice-Chancellor with messages in corporate publications.
- Identify opportunities for wider public engagement, such as conferences.
- Assist with speech writing.
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

SELECTION CRITERIA

- Relevant degree and extensive professional experience in the communications field.
- Proven expertise in communications, with a focus on online and social media.
- Demonstrated capacity to develop and implement communication strategies.
- Ability to liaise with stakeholders at the highest level.
- Highly developed interpersonal, written and verbal communication skills.
- Proven self-starter who functions well in a team environment.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

DESIRABLE

- Knowledge of/experience in the higher education sector.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.