

Position description

Greater together 

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| Position title: | Student Communications Officer |
| Institute/School/Centre/ Directorate/VCO: | Retention, Innovation and Student Experience |
| Campus: | Mt Helen or Berwick Campus. Travel between campuses may be required. |
| Classification: | Within the HEW Level 5 range |
| Time fraction: | Part-time |
| Employment mode: | Fixed-term employment |
| Reason for fixed term: | Replacing an employee |
| Probation period: | This appointment is offered subject to the successful completion of a probationary period. |
| Further information from: | Victoria Strachan, Manager, Student Communications Telephone: (03) 5327 9954 Email: v.strachan@federation.edu.au |
| Recruitment number: | JR100950 |

Position summary

The Student Communications Officer will develop and implement strategies to ensure student communication is relevant, accurate and utilises effective intervention, retention and student engagement opportunities while meeting communication standards and implement processes.

The position will be based at one of Federation University's campuses as determined by the successful applicant's location. Some travel between campuses and to other locations may be required.

Portfolio

The Retention, Innovation and Student Experience (RISE) Directorate is led by the Director, Retention, Innovation and Student Experience and is part of the Learner Experience portfolio. Learner Experience oversees the provision of services across the whole student lifecycle from inquiry to graduation. It includes marketing, student engagement, employability, equity, wellbeing, student advocacy, learning and academic skills, as well as student administration services, and contact centres. Learner Experience works collaboratively across the University and has close links with external stakeholders including employers, industry groups and the community.

Learner Experience was founded on a vision informed by sector best practice and service excellence and is driven by the University's strategic goals. Its collective focus is to support and engage effectively with learners and prospective learners across their student journey. We strive to help our graduates to value life-long learning, achieve fulfilling careers and lives, and contribute to their communities. We provide personalised face-to-face and online services to meet individual needs, take a whole-of-person approach to supporting our students, and provide programs that equip graduates with essential skills to thrive in life after university.

Background

At Federation University, we are driven to make a real difference to the lives of every student, and to the communities we serve.

We are one of Australia's oldest universities, known today for our modern approach to teaching and learning. For 150 years, we have been reaching out to new communities, steadily building a generation of independent thinkers united in the knowledge that they are greater together.

Across our University and TAFE campuses in Ballarat, Berwick, Gippsland, and the Wimmera, we deliver world-class education and facilities. With the largest network of campuses across Victoria, we are uniquely positioned to provide pathways from vocational education and skills training at Federation TAFE through to higher education.

To be successful at Federation University you must be willing to enthusiastically embrace the University's ambition as expressed in the 2021–2025 University Strategic Plan and share the University's values of:

INCLUSION, we celebrate our diversity, particularly valuing Aboriginal and Torres Strait Islander cultural heritage, knowledge and perspectives.

INNOVATION, we are agile and responsive to emerging opportunities.

EXCELLENCE, we act with integrity and take responsibility for achieving high standards.

EMPOWERMENT, we create a supportive environment to take informed risks in pursuit of success.

COLLABORATION, we establish genuine partnerships built on shared goals.

Key responsibilities

1. In collaboration with the Manager, Student Communications, develop a communication and implementation strategy to provide unified and consistent standards in University-wide communications.
2. Develop, maintain and implement processes to ensure that relevant and accurate information is communicated effectively to students of the University using a multi-channel approach.
3. Coordinate data collection for and preparation of communications and develop a schedule of standard communications ensuring quality and consistent messaging.
4. Review and analyse all interdepartmental communications and provide informed recommendations to achieve uniformity, improve quality and effectively utilise communication opportunities.
5. Develop and implement a process to assist with the ongoing monitoring of communication standards, ensuring policies and brand guidelines are strictly adhered to.
6. Provide relevant advice, coaching and support to content developers when drafting communications.
7. Support and undertake the development of consistent visual collateral for use across digital and print media.
8. Reflect and embed the University's strategic plan, and operational purpose, priorities, and goals.
9. Undertaking the responsibilities of the position adhering to:
 - the Staff Code of Conduct, Child Safe Code of Conduct, and Conflict of Interest Policy and Procedure;
 - Equal Opportunity and anti-discrimination legislation and requirements;
 - the requirements for the inclusion of people with disabilities in work and study;
 - Occupational Health and Safety (OHS) legislation and requirements; and
 - Public Records Office of Victoria (PROV) legislation.

Level of supervision and responsibility

The Student Communications Officer reports to and works under the general direction of the Manager, Student Communications. The position is responsible for providing quality assurance for all student correspondence. The position is also responsible for continuously reviewing communication processes and schedules in order to provide informed recommendations to ensure timely, accurate and quality communication to students in a variety of methods.

The Student Communications Officer requires a working knowledge of the structure and operations of the University's student services.

Position and organisational relationships

The Student Communications Officer reports to the Manager, Student Communications. The position is responsible for working independently as well as collaboratively within a team-based approach while providing coaching and support to colleagues in preparing communications and adhering to relevant policies, processes and guidelines.

The Student Communications Officer is responsible for working collaboratively across the University to ensure that relevant and accurate information is communicated effectively to students of the University.

Key selection criteria

Applicants must demonstrate they are able to undertake the inherent responsibilities of the position as contained in the position description and are able to meet the following key selection criteria:

Training and qualifications

1. Completion of:
 - a degree without subsequent relevant work experience in student communication services; or
 - an advanced diploma qualification and at least one years subsequent relevant work experience; or
 - a diploma qualification and at least two years subsequent relevant work experience; or
 - a Certificate IV and extensive relevant work experience; or
 - a post-trades certificate and extensive (typically more than two years) relevant experience as a technician; or
 - an equivalent combination of relevant experience and/or education/training.

Experience, knowledge and attributes

2. Demonstrated experience in developing and implementing multi-channel communication campaigns.
3. Demonstrated written and verbal communication skills, including the demonstrated ability to ensure consistent messaging and present information to a range of audiences.
4. Demonstrated organisational skills, including the ability to manage multiple tasks within tight timelines and a high level of attention to detail.
5. Demonstrated interpersonal skills, including the demonstrated ability to liaise with a diverse range of people and to establish good working relationships across all levels.
6. Demonstrated ability to coach and support colleagues in the preparation of client-centred communication.
7. Demonstrated commitment to quality customer service, quality assurance and continuous quality improvement.
8. Demonstrated experience developing visual collateral for digital and/or print media for use in communications campaigns.
9. Demonstrated alignment with the University's commitment to child safety.

The University reserves the right to invite applications and to make no appointment.

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.