

# Position description

Greater together 

Position title:	Head of Centre, Corporate Communications
Institute/School/Centre/Directorate/VCO:	Chief Learner Experience Office
Campus:	Mt Helen or Berwick Campus – regular travel between campuses will be required.
Classification:	Attractive remuneration package
Time fraction:	Full time
Employment mode:	Fixed-term employment
Reason for fixed term:	Performance based contract
Further information from:	Jan Clohessy, Director, Marketing and Growth Email: j.clohessy@federation.edu.au
Recruitment number:	JR100756

## Position summary

The Head, Corporate Communications plays a key role in overseeing the development and execution of all strategic communication activities on behalf of Federation University Australia and will ensure the university's internal and external communications are highly professional, sector-leading and strategically beneficial at all times.

The Head, Corporate Communications is required to understand strategic, community and political sensitivities when providing advice and preparing strategic communications on behalf of the University. The role leads and manages the Corporate Communications and Events team across all campuses.

## Portfolio

The Chief Learner Experience Office is responsible for the whole Student Experience from pre- admission through to graduation. With a focus on increasing student numbers through both attraction and retention. The portfolio looks after Marketing, Growth and Corporate Comms, Student Retention, Innovation and Engagement, Digital Channels and Strategy and Student Services such as Inclusion, Equity, Wellbeing, the Contact Centre, and Student Administration.

The Chief Learner Experience Officer leads the portfolio with current members of the Senior Leadership Team including:

- Director, Marketing and Growth
- Director Retention, Innovation and Student Experience
- Director, Digital Channels and Strategy
- Director, Student Services and Registrar.

### 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. Drive the continuous high level planning, and lead the overarching management of the development, implementation and monitoring of comprehensive communication strategies, ensuring messaging aligns with the universities goals and values.
2. Provide oversight of the Corporate Communications' strategic direction and key capabilities, including but not limited to communications tools, protocols and events in achieving capabilities of internal and external communications and engagement.
3. Identify and develop compelling communications strategies and recommendations aligned to the organisation's key priorities for internal and external audience and apply exceptional communication expertise when developing and delivering communications strategies.
4. Provide strategic communications advice and development of communications materials for the Vice-Chancellor, by identifying and managing complex issues, developing appropriate communication strategies to mitigate and manage.
5. Maintain strategic relationships with key stakeholders including VCST, government and external media.
6. Develop and implement a framework and strategy for the university relating to ongoing media training, mentoring, advice and support to the senior executive team and other nominated media spokespersons.
7. Builds and maintains relationships with Institutes and Directorates across the University in providing strategic internal and external communications advice.
8. Leverage and develop constructive media and content collaborations and partnerships to address and manage all media relations activities with local, national, and international journalists.
9. Be accountable and manage the media monitoring service to ensure effective media use and reporting.
10. Oversee the management of media events, including Ministerial visits where the media has been invited to attend.
11. Develop and implement strategies and policies to improve communication efficiency and strengthen the corporate brand.
12. 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 Head, Corporate Communications works under the broad direction of the Director, Marketing and Growth operating with a high overall degree of autonomy. The position is responsible for managing media relations and internal Corporate Communications activities for the University. The Head is required to perceive, drive and plan for the development of new strategies, emerging issues, analysing complex information and preparing communications and key messaging to be delivered by or disseminated on behalf of the Vice-Chancellor.

### Position and organisational relationships

The Head, Corporate Communications reports to the Director, Marketing and Growth and has frequent contact with the Vice-Chancellor and President and other members of the executive leadership. The position manages the Corporate Communications team across all campuses.

The position plays a key role in communicating the Vice-Chancellor and President's direction and vision for the university. The Corporate Communications Manager is required to work autonomously and as part of a team on a variety matters, events and projects often with conflicting timelines and deadlines.

The Head, Corporate Communications will develop positive relationships and networks with key external stakeholders from government and non-government agencies, local and national media outlets with an extensive knowledge of the political and community sensitivities that will impact on the reputation 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. Proven expertise in the management of significant human and material resources, in addition to postgraduate qualifications and extensive relevant experience.

### Experience, knowledge and attributes

1. Demonstrated extensive experience in public relations/communications with exemplary professional communications writing skills with attention to detail.
2. Demonstrated people skills, including the ability to negotiate, and consult with a diverse range of people and to establish working relationships with all stakeholders across all levels.
3. Demonstrated verbal communication skills, including the ability to influence at a senior executive level.
4. Demonstrated experience in of political sensitivities with the proven ability to maintain confidentiality and consider and manage sensitive matters diplomatically and discreetly.
5. Demonstrated organisational skills, including the ability to manage multiple tasks and projects within tight timelines and competing deadlines.
6. Demonstrated extensive experience in utilising initiative, exercising independent judgement and timely decisions.
7. Demonstrated expert experience in a range of media and social media platforms including the ability to maximise the uses for consistent messaging.
8. Willingness to work after hours and/or weekends from time to time and to travel between other campuses as required.
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.*