Position Description – Senior Communications Manager, Corporate Affairs & Social Media

Position Details

Position Title: Senior Communications Manager, Corporate Affairs & Social Media

College/Portfolio: International & Engagement

School/Group: Communications

Campus Location: Based at the City campus but may be required to work and/or be based at other campuses of the University.

Classification: HEW 9

Employment Type: Fixed term (12 months)

Time Fraction: 1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.
https://www.rmit.edu.au/about
https://www.universitiesaustralia.edu.au/university/rmit-university/
https://www.rmit.edu.au/about/facts-figures

Our three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.
https://www.rmit.edu.au/about/our-locations-and-facilities

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.
https://www.rmit.edu.au/careers

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.
https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings

International & Engagement

The International and Engagement portfolio is responsible for RMIT's international strategy and agenda, including international development and partnerships and oversight of our international operations including RMIT Vietnam and RMIT Europe. It also incorporates the University's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

www.rmit.edu.au

Position Summary

The Senior Communications Manager leads RMIT's corporate affairs and social media teams, overseeing the delivery of strategic communications activity designed to protect and enhance the reputation of the University.

A key strategic advisor, the role works closely with the Director, Communications, and provides advice and expert guidance to a range of stakeholders across the University, its Colleges and Portfolios, to strategically position RMIT as a leader in higher education, research and a preferred partner of government and industry.

The Senior Communications Manager will have a strong understanding of both the current media and social media landscapes and be able to expertly guide both proactive activity and reactive management of risk, reputational issues and critical incidents.

The role will also have a thorough understanding of data and insights and be able to contribute to regular measurement and reporting to drive continuous improvement across the external communications function.

Reporting Line

Reports to: Director, Communications

Direct reports: 5

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Provide day to day management of the corporate and social media teams, leading the delivery of RMIT's external communications strategy.
- Support ongoing professional progression within the team through active leadership, mentoring, training and development.
- Provide expert external communications advice and support to stakeholders across the University and act as a trusted advisor to the executive and senior leadership teams within the colleges and portfolios.
- Lead the development and delivery of high-quality, innovative content for RMIT's external channels to maintain and grow RMIT's share of voice while championing continuous innovation and maintaining industry best-practice.
- Lead the development and implementation of RMIT's social media strategy, guidelines and relevant policies according to the latest industry best-practice.
- Manage, measure and report on media coverage and social media performance in line with external communications strategy, goals and team KPIs.
- Maintain expert issues monitoring across media and social media and play an active role in advising the Critical Incident Management Team and RMIT's Sudden Death Response Team as required.
- Support the delivery of a suite of training and capacity building opportunities to stakeholders across the University, including regular specialist media and social media training for academics and leaders.
- Role model the RMIT values and be an active member of the Communications team.

Key Selection Criteria

1. Proven experience in a highly effective external communications function that is aligned to both stakeholder objectives and organisational strategy.
2. Significant experience working in an issues rich environment and can lead, manage and execute multiple projects concurrently.
3. Proven experience in communications planning, delivery and measurement that contributed to strategic organisational objectives.
4. Responsibility for leading a team and delivery of key streams of work.
5. High-level understanding of media, digital technology and social media platforms and how to effectively use them to improve outcomes.
6. Experience in leading and influencing organisational change and business improvement in a complex environment.
7. Significant experience in working with data to identify emerging and unmet needs and to develop solutions to meet those needs.
8. Proven experience in encouraging a workplace culture of high performance and promoting accountability for outcomes.
9. High level of interpersonal and consultation skills with an ability to build strong relationships, effectively influence, encourage and communicate.

Qualifications

A postgraduate qualification in a relevant field and significant professional experience; or

Extensive professional experience including proven team management; or

An equivalent combination of relevant experience and/or education training.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

Endorsed:	Signature: Name: Title: Date:	**Approved:**	Signature: Name: Title: Date: