

Position Description

Team Leader - Student Engagement & Communication

Suitable for candidates wanting to transition to a senior management role

Created: December 2020

Reports to: Manager Student Engagement & Communication

Level of supervision: High level independence managing the Student Engagement and Communication Team

Position Type: Fixed Term, Part Time Employee (0.8 FTE, 29 hours per week)

Level: based on experience with additional 17% super

Position purpose

The role will work with the Manager Student Engagement and Communications to support the staff to implement and execute the student engagement and communication functions of the GSA, meeting its objectives of:

- Creating fun, social events that help build a strong GSA community.
- Creating greater outreach and awareness of GSA (its purpose and services) via events and activities.
- Helping create an image and impression of GSA commensurate with our brand values and operational values.
- Support the strengthening of training and development for graduates, innovate programs to assist transition to work and to support emotional and mental health.
- Develop and strengthen Graduate Group Programs to better engage GSA with the graduate community.
- Develop and implement our marketing strategies and campaigns to drive brand awareness, student engagement and experience.

The role will also ensure our brand's unique identity and tone of voice speaks the same language across the multitude of marketing communication channels to ensure we are truly connecting and reaching out to our audience.

Ultimately, you will help us improve GSA's reputation and drive growth.

Main tasks

Student Engagement Team Staff Support

- Offer guidance and support to the Training and Development Officer, Student Engagement Officers and the Stakeholder and Communication Officer to plan, implement and evaluate the GSA's events as identified in the operational plan.
- Develop extensive strategies to ensure all key outcomes of the operational plan in relation to student engagement activities are met.
- Undertake regular marketing and public relation activities to promote GSA.
- Ensure the staff are provided regular supervision and their professional development plan is undertaken as per policy.
- Ensure the staff reporting to this role have a workplan and reporting requirements for their roles are met on a monthly basis.
- Attend external stakeholder meetings with the staff to offer guidance and support as required.
- Ensure staff are provided proper induction and assistance to undertake their role by familiarising them with operational policies and procedures.
- Assist with funding submission writing and managing grant acquittal reports.
- Oversee the Student Engagement Team functions when the Manager is away from office.
- Authorise the expenditure as per delegation authority.

Key Selection Criteria

Essential Criteria

- Postgraduate degree in community development, marketing or communication.
- Minimum of 2 years' management experience in community sector/tertiary sector.
- Experience with departmental-level budget management.
- Experience in leading community engagement social marketing campaigns for community awareness and/or behaviour change.
- Ability to provide direction, supervision, leadership and support to staff in communication and student engagement teams.
- Highly developed project management skills, exceptional written and verbal communication skills.

Desirable criteria

- A high level of familiarity with the tertiary education sector.
- Experience managing communication strategies.
- Understanding of broader student political landscape and student issues, such as mental health, diversity and inclusion, research, sustainability, academic integrity and career transitions.

Judgement and problem solving

This position is a management role with a genuine balance of strategic development, leadership, and hands on student engagement and marketing functions.

All decisions with a long term financial or significant impact will (as per the GSA Delegation & Authorisation Schedule) be submitted and approved by the CEO such as:

- Annual Budgets
- Organisational Development Strategies

Working Hours

The GSA Enterprise Agreement offers significant flexibility in the distribution of working hours to meet individual needs. This role is expected to work 4 days per week.

Please note: This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e. that relate to a role of an Engagement and Communications Coordinator.

Acknowledgement

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date



Team Leader, Student Engagement & Communication

Position Description

Last updated September 2020

gsa.unimelb.edu.au

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Manager

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Date