

## Position Description

### Student Engagement Officer - Graduate Groups

**FTE:** 1 FTE

**Level:** 4.1 - (EBA is Currently under negotiation)

**Work type :** Full-time Ongoing

**Created:** October 2022

**Reports to:** Manager Student Engagement and Communication

**Level of supervision:** Routine supervision provided

#### Position purpose

The Student Engagement Officer – Graduate Groups is responsible for the engagement and administration of GSA Graduate Groups (Grad Groups). The role will work with the Manager Student Engagement and Communications (MSEC), staff and casuals to develop engagement and communication plans that increase student involvement in Grad Groups and support the establishment and promotion of existing and new Grad Groups.

The role will ensure engagement strategies are implemented and Grad Groups remain connected, consulted, and supported by GSA to meet their objectives. The role will be responsible for administering Grad Groups, including affiliations, deaffiliations, events, and the online portal.

The role will collaborate with Grad Groups and the broader organisation to identify opportunities for greater student engagement and collaboration.

#### Main tasks

##### Planning, Marketing and Communication

- Work with (MSEC) to plan, implement and evaluate the Operational Plan in relation to Grad Groups.
- Develop monthly reports for MSEC and Programs Director on Grad Group engagement, issues, and opportunities.
- Develop a Marketing and Communication Plan to promote Grad Groups, including their activities, events, training and collaboration.
- Monitor and review all social media strategies and keep the Grad Group Portal information up to date.
- Support, develop plans and offer guidance to staff on GSA events and activities.

- Work with MSEC, Programs Director and external consultants to organise training for Grad Groups.
- Support and deliver planning, marketing and communication strategies and initiatives as directed by the MSEC and Programs Director.

### Grad Group engagement and support

- Coordinate the establishment, maintenance, and support of new and existing Grad Groups by providing them with information, induction support and other relevant assistance.
- Maintain the Grad Group Portal.
- Develop and maintain resource material for Grad Groups.
- Conduct Grad Group Leader's Forums to support collaboration and information sharing.
- Conduct outreach by attending Grad Group events, meetings, and social gathering to promote GSA services and events.
- Assist with planning and delivery of events for Grad Group leaders in collaboration with the Student Engagement Team.
- Organise events/activities that support Grad Group consultation for GSA Board, other student council members and staff to seek input on GSA key issues.
- Support and deliver engagement strategies and initiatives as directed by the MSEC and Programs Director.

### Other duties

#### Key Selection Criteria

- Bachelor in Marketing & Communications
- Minimum of two to three years experience in community engagement or hospitality roles, preferred but not essential.
- Experience to plan and implement events in student setting
- Good verbal and written communication skills.
- Knowledge and skills of Microsoft Office Skills with a intermediate Excel.
- Good collaboration, organisational and time management skills.

### Judgement and problem solving

Solve routine problems under supervision and perform tasks which require proficiency in the work area's rules with broader organisational knowledge.

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



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Last updated October 2022

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development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only.

### Acknowledgement

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

#### SIGNED BY

.....  
Employee

.....  
Date

#### SIGNED ON BEHALF OF THE ASSOCIATION

.....  
Chief Executive Officer

.....  
Date