



POSITION DESCRIPTION

Australian Mathematical Sciences Institute
Department of Mathematics and Statistics
Faculty of Science

Media and Communications Officer

POSITION NO	0039494
CLASSIFICATION	HEW 6
SALARY	\$74,958 – \$81,138 p.a
SUPERANNUATION	Employer contribution of 17%
EMPLOYMENT TYPE	Full-time (fixed-term) position available for 2 years Fixed term contract type: Externally Funded Contract Employment
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	New
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , under 'Job Search and Job Alerts', select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Mari Ericksen Tel +61 3 9035 9669 Email Mari@amsi.org.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:

www.hr.unimelb.edu.au/careers

Position Summary

The Media and Communications Officer is responsible for delivering media and communications initiatives at the Australian Mathematical Sciences Institute (AMSI).

AMSI is based within the Faculty of Science, at the University of Melbourne Parkville Campus. AMSI is an unincorporated joint-venture between the University of Melbourne and a number of other universities across Australia (see www.amsi.org.au).

The Media and Communications Officer will consult across AMSI portfolios to deliver a broad range of communications including e-communications, positioning, networking, social media and outreach activities—including public speaking—not only across the AMSI membership, but extending to corporate Australia and Government. The incumbent will be expected to build and maintain strong media connections to raise awareness of AMSI's core program areas.

The Media and Communications Officer reports to the Marketing and Communications Manager and will also work closely with the design staff in the delivery of AMSI's advocacy publications.

1. Selection Criteria

1.1 ESSENTIAL

- ▶ A relevant degree with subsequent relevant experience in science communications and media communications and/or an equivalent combination of relevant experience and/or education
- ▶ Demonstrated experience in copywriting for the media and marketing channels with excellent proof reading skills, editing and attention to detail
- ▶ Excellent written and communication skills with the ability to present to large audiences
- ▶ High-level interpersonal skills to enable effective liaison with a wide range of internal and external clients at a variety of levels
- ▶ Established and effective media network with proven success in achieving mainstream media coverage—across print, digital, radio and TV—from media releases
- ▶ Demonstrated experience and knowledge of marketing automation systems including mass email delivery and customer relationship management (CRM) systems
- ▶ Excellent time management and organisational skills with the ability to prioritise tasks, and balance a wide range of competing demands with a high level of accuracy and attention to detail
- ▶ Demonstrated ability to work effectively independently and in a team environment

1.2 DESIRABLE

- ▶ Experience with the tertiary education sector and research sectors and/or the not for profit sector
- ▶ Experience using a customer relationship management system (CRM)

2. Special Requirements

- ▶ You will be required to have the ability and willingness to work outside normal business hours and some interstate travel may be required

3. Key Responsibilities

Working under the general direction of the Marketing and Communications Manager:

- ▶ Produce high quality, effective print and digital copy for AMSI including, but not limited to, media releases, annual reports, bulletins, publications and profile stories
- ▶ Co-ordinate delivery of major external publications including AMSI's annual report and track record
- ▶ Contribute to the delivery of marketing and communication plans across AMSI's major portfolios
- ▶ Provide informed and effective media and communications advice to AMSI staff
- ▶ Cultivate and maintain an effective working relationship with internal and external stakeholders including, but not limited to, industry partners, students, member representatives and media contacts
- ▶ Develop AMSI's outreach capacity through regular interactions with news outlets including invited presentations for print, in person, audio or online channels
- ▶ Build and maintain a thorough list of regional, national and sector-based media contacts and monitor and record media coverage in AMSI's CRM
- ▶ Provide clear, detailed briefs to the design team for print collateral
- ▶ Produce and update AMSI's style guide and circulate to staff routinely, setting grammar and communications standards
- ▶ Represent AMSI at networking events, launches, partner and sponsor events and conferences and facilitate stakeholder engagement (industry sponsors, government agencies, community etc.)

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Media and Communications Officer works under the direction of the Marketing and Communications Manager. A high level of independent initiative and organisation skills are required to ensure timely execution of tasks including internship stories, print and online bulletins, social media and media releases. The Media and Communications Officer is also required to represent AMSI at a variety of functions and interact in a professional and informed manner with individuals from a broad range of internal and external stakeholder groups.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Media and Communications Officer will show high level of judgement, creative thinking and initiative to help find solutions to identified issues.

The Media and Communications Officer will undertake a number of projects simultaneously, which will require excellent time management to meet competing deadlines,

Well-developed interpersonal skills and the ability to analyse a problem and present a constructive solution are critical element to success in this role as is the ability to think quickly and flexibly when dealing with media.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Media and Communications Officer is expected to have professional knowledge of marketing science media and media communications in Australia. As such, the Media and Communications Officer should have strong working knowledge of the latest trends in marketing and media and use of technology, within the context of AMSI's core goals and planning.

A high level of organisational-knowledge will be required to manage the needs of key stakeholders. Sound knowledge of Faculty and University policies and procedures related to publishing, communication and all associated areas of legislative compliance is required, or the ability to quickly acquire such knowledge.

4.4 BREADTH OF THE POSITION

This position is multi-functional and requires application of a variety of skills. Efficient organisational and problem solving skills are essential, as is the ability to handle variable workloads.

The Media and Communications Officer must have well-developed communication skills, with the ability to deal with a wide range of range of individuals, from internal staff to external stakeholders and corporate and government contacts.

The position also requires the Media and Communications Officer to be able to translate complex research ideas into accessible human-interest stories to be used in promotion of AMSI.

5. Other Information

5.1 AUSTRALIAN MATHEMATICAL SCIENCES INSTITUTE

www.amsi.org.au

The Australian Mathematical Sciences Institute (AMSI) is located at the University of Melbourne and is part of the Department of Mathematics and Statistics. It is situated at Building 161 on the university's main campus in Parkville.

AMSI was established in November 2002 with initial funding of \$1M from the Victorian Government's Science, Technology and Innovation Infrastructure grants program and matching funds from a member consortium of Australian universities and other mathematical organisations. The major supporting institutions are La Trobe University, Monash University, Queensland University of Technology, RMIT University, The Australian National University, The University of Melbourne, The University of New South Wales, The University of Queensland, The University of Sydney, The University of Adelaide, The University of Newcastle and The University of Western Australia. Other partners include CSIRO, The Australian Mathematics Trust, the Bureau of Meteorology, Australian Bureau of Statistics and the Defence Sciences Technology Organisation.

Since its inception AMSI has developed as a nationally and internationally recognised centre for the mathematical sciences with achievements ranging across:

- ▶ Representation of its members and the wider mathematical community in communicating the strengths, importance and vital benefits of mathematics and statistics to journalists, university administrators, politicians, public servants and industrialists
- ▶ Significant participation in and support of high-level submissions to governments
- ▶ Successful organisation of wide-ranging industry-linked activities
- ▶ Enhancement of the national level of competency in school mathematics through provision of well researched, well written mathematics textbooks and teacher resource materials, teacher professional development and electronic teaching aids
- ▶ On-going provision of activities at higher education level including postgraduate and specialist courses and workshops

The University of Melbourne's Department of Mathematics and Statistics is one of Australia's leading mathematics and statistics departments. It has achieved this status through the high quality of its research and teaching programs. The Department offers a wide range of subjects to undergraduate and postgraduate students and is involved in aspects of community life that impact on the interests of the Department and the discipline.

5.2 FACULTY OF SCIENCE

www.science.unimelb.edu.au

Science has made important contributions to teaching and research at the University ever since it was founded in 1854. The research degree of DSc was available from the very beginning. The first BSc was conferred in 1889 and the first MSc in 1893. In 1903 the various science departments and schools were formally constituted as a Faculty. The Faculty of Science now has over 40,000 alumni and is one of the largest faculties in the University comprising seven schools: BioSciences, Chemistry, Earth Sciences, Ecosystem and Forest Sciences, Geography, Mathematics and Statistics, and Physics.

The Faculty is custodian of the Bio21 Molecular Science and Biotechnology Institute, Office for Environmental Programs and home to numerous Centres.

The Faculty manages more than \$240 million of income per annum, with a staff base in the order of 220 professional staff, and more than 500 academic staff.

The Faculty of Science offers a range of undergraduate, honours, graduate and research degrees; enrolling over 7,500 undergraduate and graduate students. The Faculty of Science is the custodial Faculty for the BSc (Bachelor of Science) with enrolments of approximately 6,200 students.

The Faculty of Science is a leader in research, contributing approximately \$50 million in HERDC income per annum. The Faculty of Science is highly research focused, performing strongly in the ARC competitive grants schemes, often out-performing the national average. The Faculty of Science is currently growing its competitiveness and standing in the NHMRC space.

The Faculty of Science provides community services and industry partnerships based on a solid foundation of research in the pure and applied sciences. The Faculty has an endowment of approximately \$45 million. The annual income from the endowment supports more than 120 prizes, scholarships and research awards.

5.3 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The University offers staff many benefits and prospective staff are encouraged to view the following web links:

www.unimelb.edu.au

www.growingesteem.unimelb.edu.au

www.unimelb.edu.au/careers

5.4 EQUITY AND DIVERSITY

<http://www.hr.unimelb.edu.au/advice/equity-diversity>

5.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University. Comprehensive information about the University of Melbourne and its governance structure is available at www.unimelb.edu.au.

6. *Occupational Health and Safety (OHS)*

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.