POSITION DESCRIPTION

Position Title	Senior Communications Advisor		
Organisational Unit	Professional Services Hub (PSH) Education and Catholic Mission		
Functional Unit	PSH Education And Catholic Mission		
Nominated Supervisor	Director, Strategy & Operations PSH - Education and Catholic Mission		
Classification	HEW 8		
CDF Level	HEW 8 CDF1	**Position Number**	10613036
Attendance Type	Full Time	**Date reviewed**	26-SEP-2025

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

An ACU education builds on the Catholic understanding of faith and reason working together in pursuit of knowledge and promotion of human dignity and the common good.

An ACU education seeks to transform lives and communities. Students are challenged to look beyond the classroom, solve real-world problems, develop their own search for meaning and cultivate strong professional ethics. They are invited to stand up for people in need and causes that matter.

ACU is open to all. As is common with great Catholic institutions the world over, the university is inclusive and supportive of everyone, every day – regardless of their faith or tradition.

ACU is a young university making a serious impact. Ranked in the top two per cent of universities worldwide and in the top 10 Catholic universities, we're also a leader in employability with 94 per cent of our graduates employed. The university has seven campuses around Australia, a campus in Rome, Italy, and an online campus – ACU Online.

ACU has four faculties, and several research institutes and directorates. We believe our number one asset is our people. It's the character, enthusiasm and dedication of our staff that make this a university like no other. All our staff contribute to the achievement of our goals set out in ACU's Vision 2033 and aim to provide high-quality services with a strong focus on service excellence.

To be agents of change in the world, we all need to see life through the eyes of others. We believe that our role as a university is to inspire and equip people to make a difference – and that means cultivating their ability to act and think empathetically.

The structure to support this complex and national university consists of:

- Vice-Chancellor and President
- Deputy Vice-Chancellor - Catholic Mission
- Provost and Deputy Vice-Chancellor (Academic)
- Deputy Vice-Chancellor (Corporate)
- Deputy Vice-Chancellor (Research and Enterprise)
- Deputy Vice-Chancellor (Education).

POSITION PURPOSE

The Senior Communications Advisor leads the development and implementation of strategic communication initiatives that support the Deputy Vice-Chancellor (Education) and the wider Education Portfolio.

Working under broad direction, the role operates with a high level of autonomy and influence across the portfolio, building awareness, strengthening stakeholder relationships and promoting a range of initiatives, with a particular focus on supporting the implementation of the Education Student Success Plan through targeted project communications. The position is responsible for producing clear, compelling and targeted communications across multiple channels, including digital, print, media and events, tailored to diverse internal and external audiences (including staff and students) and aligned with the university's Mission, brand and values.

KEY RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU's Vision 2033
- Catholic Identity and Mission
- Code of Conduct for all staff
- ACU Capability Development Framework
- ACU Staff Enterprise Agreement 2022-2025
- ACU Staff Reconciliation Action Plan

The Capability Development Framework describes the core competencies needed in all ACU staff to achieve the university's strategy and supports its mission.

Responsibility	Scope
Project Communications – Education Student Success Plan (ESSP): • Develop and implement communications strategies and collateral that support the rollout and implementation of the ESSP.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

Responsibility	Scope
• Collaborate with project leads, student engagement teams, and academic stakeholders to ensure timely, accurate, and engaging communications that promote awareness, understanding and uptake of key initiatives. • Monitor and evaluate the effectiveness of communications related to the ESSP, using feedback and analytics to refine messaging and delivery.	
Strategic communications and planning: • Coordinate and deliver communications that reflect the student voice, support engagement across the student life cycle and respond to student needs and experiences. • Ensure messaging is inclusive, accessible, and aligned with ACU's values and strategic priorities. • Provide informed advice and recommendations on communication approaches, issues management, and stakeholder engagement to the Deputy Vice-Chancellor (Education). • Work collaboratively with communications teams across the university (e.g. within MER) to ensure alignment, consistency, and coordination of messaging and activities. • Where required, lead communications with external stakeholders, including consultants, government and state agencies, industry partners, technology vendors and service providers, to support strategic initiatives and ensure messaging reflects ACU's values and priorities. • Ensure portfolio level communications are aligned with ACU's overarching strategic objectives, Mission, values, and brand guidelines.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Content creation and delivery: • Research, write, edit and produce high-quality, student-centred content for diverse platforms including websites, social media, newsletters, media releases, speeches, reports and presentations. • Prepare tailored communications and collateral to support the Deputy Vice-Chancellor (Education), including staff and student bulletin articles, speeches, briefing notes, presentations, committee briefings and other materials that convey strategic priorities. • Ensure consistency, accuracy and quality of appropriate messaging across all channels. • Ensure messaging supports ACU's reputation and strategic priorities across internal and external audiences.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

Responsibility	Scope
Stakeholder engagement: • Work closely with the Deputy Vice-Chancellor (Education) and members of the Education Portfolio senior leadership team to ensure communication activities strengthen engagement with staff, students, and external partners. • Lead a portfolio-wide communications community of practice that fosters collaboration, sharing of resources and builds staff capability in effective stakeholder engagement. • Contribute to fostering a culture of collaboration, inclusivity and transparency through effective communication practices.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Change and issues management: • Support communication aspects of organisational change, projects, or reforms to ensure clarity and transparency. • Contribute to risk and issues management through timely, accurate, and sensitive communications.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Collaboration and engagement: • Build and maintain effective working relationships with communications professionals across portfolios, faculties and central services to support consistent and integrated messaging that aligns with institutional priorities and enhances the visibility of the Education Portfolio. • Contribute to fostering a positive, inclusive, and high-performing communications culture.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Leadership and Influence: • Provide strategic communications leadership and mentoring to other communications professionals within the Education Portfolio.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit

HOW THE ROLE OPERATES

The position will need to seek approval from their supervisor before making changes to processes and procedures.
The position is expected to demonstrate critical thinking to make recommendations; to meet changing demands; and provide business aligned solutions.
The position needs to build relationships with staff across the organisation to perform their duties.
This position does not have managerial responsibilities.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	• Qualification - completion of, or progress towards, postgraduate qualifications and extensive relevant experience; or - extensive experience and management expertise; or - an equivalent combination of relevant experience and/or education/training. • Experience - Demonstrated ability to lead portfolio wide or sector-facing communications initiatives with measurable impact. • Experience - Demonstrated experience in developing, implementing and evaluating communications and engagement strategies for specific portfolios, projects, or organisational initiatives. • Experience - Proven ability to provide well-considered communication advice and recommendations to senior leaders. • Experience - Demonstrated experience researching, writing, editing and producing high-quality content across multiple channels, including websites, social media, newsletters, reports, presentations and speeches for diverse audiences. • Knowledge - Strong knowledge of contemporary communication principles, practices, and tools, including digital and online platforms. • Skill - Excellent interpersonal and relationship-building skills, with the ability to work effectively with senior executives, colleagues and stakeholders at all levels. • Skill - Proven ability to influence and negotiate with senior stakeholders and external partners to achieve strategic outcomes. • Knowledge - An understanding of the higher education sector and its communications landscape, including regulatory and reputational considerations.
Core Competencies:	• Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values. • Keep stakeholder interest at the core of ACU business decisions and ACU service excellence as a top priority. • Work collaboratively internally and externally to ACU to capitalise on all available expertise in pursuit of excellence. • Communicate with purpose. Gain the support of others for actions that benefit ACU. Negotiate for mutually beneficial outcomes that are aligned with the Mission, Vision and Values of the University. • Take personal accountability for achieving the highest quality outcomes through understanding the ACU context, self-reflection, and aspiring to and striving for excellence.
Essential Attributes:	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal

	employment opportunity and workplace health and safety, appropriate to the level of the appointment.
Working with Children and vulnerable adults check	This role does not require a Working with Children Check.

REPORTING RELATIONSHIPS

For further information about the structure of the University, refer to the Organisation Chart https://www.acu.edu.au/about-acu/leadership-and-governance/leadership/organisational-structure

