POSITION DESCRIPTION

Position Title	ENVISAGE National Communications Officer		
Organisational Unit	Faculty of Health Sciences		
Functional Unit	National School of Allied Health		
Nominated Supervisor	ENVISAGE National Marketing Specialist		
Classification	HEW 5		
CDF Level	CDF1	**Position Number**	10612976
Attendance Type	Part Time	**Date reviewed**	28-AUG-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
- Provost and Deputy Vice-Chancellor (Academic)
- Chief Operating Officer
- Deputy Vice-Chancellor (Research and Enterprise)
- Deputy Vice-Chancellor (Education)
- Deputy Vice-Chancellor (Catholic Mission)

ABOUT THE FACULTY OF HEALTH SCIENCES

The Faculty of Health Sciences comprises three schools:

- Allied Health
- Behavioural and Health Sciences
- Nursing, Midwifery and Paramedicine

There are currently approximately 14,000 students (EFTSL) and 520 (FTE) staff in the faculty under the disciplines: occupational therapy, speech pathology, social work, exercise science, exercise physiology, nutrition science and dietetics, biomedical science, nursing, midwifery, paramedicine, digital health, physiotherapy, psychology and public health. The Faculty is represented across seven ACU campuses.

The Faculty's research broadly addresses the Future Healthcare Worker, Health across the Lifespan, and Human Performance, with some of our current research focused on Cardiovascular Disease, Metabolism, Health Services Research, Nutrition, Sports Performance and Rehabilitation, Psychology, and Mental Health.

An expanding portfolio of postgraduate courses is also available in coursework and research. Many postgraduate courses within the Faculty have been developed in conjunction with industries to meet specific needs of the professions and industry. Some postgraduate units are offered in flexible learning mode by online study. All students have professional and clinical experience that is supervised by specially qualified practitioners. Catholic hospitals and other public, private and specialty organisations, as well as schools and the health and sports industry, are involved with preparing for, promoting, and offering this valued and essential experience.

The goals of the Faculty are closely linked to and emanate from the Mission of the University. The areas of achievement by the Faculty include the key areas of teaching and learning, research and scholarship, community engagement in addition to specific objectives regarding internationalisation, quality and resource management. It has well-established procedures for evaluating performance and ensuring quality which involve students and representatives of the various statutory registration authorities and professional organisations, as well as recent graduates and employers.

Further information about the Faculty can be found at:

https://www.acu.edu.au/about-acu/faculties-directorates-and-staff/faculty-of-health-sciences

ABOUT THE NATIONAL SCHOOL OF ALLIED HEALTH

The National School of Allied Health is located on six of the University's campuses: Brisbane, Strathfield, North Sydney, Canberra, Melbourne and Ballarat and is responsible for delivery of programs in four professional disciplines:

- Occupational Therapy
- Speech Pathology
- Physiotherapy
- Social Work / Human Services

Further information about the School can be found at: https://www.acu.edu.au/about-acu/faculties-directorates-and-staff/faculty-of-health-sciences/school-of-allied-health.

The School welcomes Aboriginal and Torres Strait Islander staff, students, and community perspectives in our commitment to culturally responsive classrooms and culturally safe environments. Substantial work has been undertaken over the last 10 years to embed Aboriginal and Torres Strait Islander ways of knowing, being, and doing in curricula, as well as to build cultural capability and responsiveness in staff. Our aim is to create sustained working and teaching environments where Aboriginal and Torres Strait Islander students, cultural mentors and academics can thrive. Underpinning this work is a strong ongoing focus on community engagement both within and external to ACU to truly privilege the voices of Aboriginal and Torres Strait Islander People within co-design, delivery, and evaluation of all of the School's activities. Support to undertake cultural activities is available and encouraged within the school, faculty and university for Aboriginal and Torres Strait Islander applicants.

POSITION PURPOSE

The ENVISAGE National Communications Officer is responsible for supporting the development, coordination and delivery of strategic communications for multiple areas within the ENVISAGE program both internally and externally. The role supports multiple functions of the ACU-led ENVISAGE program including research, program delivery and stakeholder engagement.
It provides communications and administrative support to social media and the ENVISAGE website, supports delivery of the ENVISAGE stakeholder communication and marketing strategy under the direction of the National Marketing Specialist, and develops, reviews and edits other marketing and communication outputs of ENVISAGE.
The position holder will have excellent writing and proofing skills, advanced communication skills and experience in using graphic design packages, social media advertising and YouTube. Ideally, they will be familiar with the child disability and early childhood sector in Australia. They will be expected to write, edit and publish (with supervision) engaging content tailored to the requirements of the target audience and within the restrictions of the various platforms, University, and Grant Agreement policies

and procedures.

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**
Proactively identify potential opportunities to promote ENVISAGE internally to the wider University including maintaining relationships with ACU media and marketing staff, and Faculties Leverage all current communication channels internal to ACU to raise the profile of ENVISAGE and identify opportunities to expand the internal distribution base where appropriate.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Proactively identify potential opportunities to promote ENVISAGE externally within the local, national and international child, youth and family early childhood development and disability sectors and broader child-serving organisations and professionals, ensuring that content is shared/repurposed for multiple channels and audiences. Proactively identify potential opportunities to promote ENVISAGE externally within the local, national and international parent /caregiver channels, support groups, parent peer organisations and general parenting public including First Peoples and Culturally and Linguistically Diverse (CALD) families.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
In collaboration with the National Marketing Specialist support the development an annual plan and calendar for news, events, advertising/promotional opportunities, social media and website presence, and a suite of regular and ad	The position mainly contributes to activities; outcomes and goals within

Responsibility	Scope
hoc publications relevant to ENVISAGE (internal and external communications).	the faculty/directorate/organisational unit
Provide support to the National ENVISAGE Team in the drafting and finalising for publishing of materials such as presentations, newsletters, social media tiles, YouTube content, pamphlets and flyers, EDM, presentations – including marketing material for diverse audiences including parents and professionals. Assist with the design, copy, and scheduling of organic social media content across the ENVISAGE Families and First Peoples Instagram and Facebook accounts. Provide support to the broader ENVISAGE teams in the coordination of events and promotional exercises.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Collaborate with the National Marketing Specialist to identify, support the development of, and monitor strategic communication opportunities across social media for ENVISAGE; maintain and update the ENVISAGE website; and support bespoke requests and caregiver recruitment by liaising effectively with internal and external stakeholders.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Create and manage participant engagement through advertising channels, including timely response to enquiries, strategic promotion of programs via platforms such as but not limited to Facebook, LinkedIn, Instagram and targeted Facebook Groups with customised messaging, and support for the execution of advertising partnerships.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Maintain and regularly update stakeholder contact lists to support efficient communication through nominated channels, ensuring all practices comply with privacy legislation and relevant data governance policies.	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 identify and recommend improvements to their supervisor before implementation.
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 a relevant undergraduate degree plus relevant marketing, media and/or communications experience. • Experience - Experience or strong interest in the fields of early child development and disability, and the wellbeing of children and their families. • Skill - Strong verbal and written communications skills, with substantial experience in editing and proof reading. • Skill - Demonstrated high level of accuracy and attention to detail. • Skill - Proficient in the use of Microsoft Office products and in using graphic design software such as Canva, Adobe Acrobat, WordPress and ability to transfer materials in other formats for a variety of uses. • Skill - Strong organisational skills, with the ability to prioritise multiple tasks and meet tight deadlines and a demonstrated ability to work autonomously without the need for face-to-face supervision. • Skill - Well-developed verbal communication skills, with the ability to interact successfully with a diverse range of people. • Skill - Demonstrated commitment to family centred service and empowering caregivers of children with developmental concerns or disabilities to take a strength based, participation.
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. • Plan work activity, prioritise time and resources using established ACU processes and technology to achieve optimum efficiency and effectiveness.
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	Evidence of the ability to work with children and/or vulnerable adults, and contribute to and protect their safety and wellbeing. The successful applicant of this position will be

	required to hold a valid working with children clearance for the State or Territory in which the position is located.

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

