

POSITION DESCRIPTION

Position Title	Internal Communications and Engagement Manager		
Organisational Unit	Marketing and External Relations Directorate		
Functional Unit	Strategic Communications		
Nominated Supervisor	National Manager, Strategic Communications		
Classification	HEW 8		
CDF Level	CDF1	Position Number	10612364
Attendance Type	Part Time	Date reviewed	03-SEP-2024

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 and Deputy Vice-Chancellor
- Deputy Vice-Chancellor (Research and Enterprise)

- Deputy Vice-Chancellor (Education)
- Vice President and Director (Mission and Identity).

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, led by the Chief Marketing Officer, encompasses Communications and Creative Services, Future Students, Digital Experience and Strategy and Planning. Marketing and External Relations plays a key role in profiling and positioning ACU as a first choice university among its diverse community of target and stakeholder groups, including prospective students, Catholic partners and communities, and staff. Marketing and External Relations at ACU is primarily responsible for building and enhancing ACU's brand and reputation, and promoting ACU as a first-choice study destination within our communities. Marketing and External Relations works across the university to achieve these objectives. Always seeking to put our audiences at the centre, the directorate provides integrated marketing services across the following areas: brand stewardship and management, advertising and campaigns, media relations, design, internal communications, student communications, student recruitment, digital experience, user experience research and design, market insights and analysis, and events.

ABOUT COMMUNICATION AND CREATIVE SERVICES

Within MER, the Communications and Creative Services team covers a range of areas. The Content and Creative Services teams ensure ACU's publications and marketing communications are on-brand, innovative and appealing to our target markets. The Media team helps boost public awareness and protect the reputation of the university. Internal and Student Communications supports ACU's organisational strategy and day-to-day operations, and the Events team manages a wide variety of events across all ACU campuses.

POSITION PURPOSE

The Internal Communications and Engagement Manager is responsible for improving ACU's approach to internal communications and staff engagement. Working with ACU's senior executive team and colleagues, the position is responsible for enhancing the way staff communicate, connect and engage with one another to advance the vision, Mission and goals of the University. The Internal Communications and Engagement Manager will also lead the team in communicating the services that Corporate Services provides and telling our story consistently to the wider university community. There will be a focus on providing user impact communications related to major university initiatives.

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
Drive the development and implementation of the University's internal communications plan and its associated engagement projects and initiatives.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Drive staff awareness of and engagement with positive developments in the University and build understanding in the event of problems.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Support and develop important communications for the Office of the Vice-Chancellor for a range of purposes.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Liaise and work collaboratively with organisational units to understand their communication needs, gaps and issues, and formulate impactful internal communications plans. There will be a particular focus on increasing staff awareness and engagement with Corporate Services projects and priorities.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Advise and coach senior managers on their role in effective internal communications and staff engagement.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Build staff capability in effective internal communications and staff engagement.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Manage and motivate internal communications staff in the development and publication of content for staff audiences across a range of official ACU internal communication channels.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Report on the effectiveness of internal communications, processes and systems, make recommendations for improvements and instigate improvements that enhance the workplace experience for staff.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Contribute to the development and implementation of internal communications policies and procedures and establish internal communications protocols to support consistent communication across the organisation.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit
Provide high level guidance to work units and faculties on matters relating to the development of internal communications plans.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University

HOW THE ROLE OPERATES

The position will have the freedom to implement changes to policies; processes and procedures based on their expertise.
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.
The position manages a geographically dispersed team.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	<ul style="list-style-type: none"> • Experience - Demonstrated experience in leading and implementing an organisation-wide internal communications plan for a large/diverse organisation. • Skill - Demonstrated ability to support senior executives in adopting new and innovative approaches to internal communications and staff engagement. • Skill - Demonstrated experience in leading or managing a team. • Experience - Demonstrated experience in driving staff awareness and engagement through the use of new and innovative internal communications channels and platforms, for example the use of an enterprise social network. • Knowledge - Demonstrated experience in applying internal communications theory and principles in the development and execution of internal communication plans. • Skill - Excellent writing, editing, proofing and presentation skills. • Qualification - Completion of or progress towards postgraduate qualifications and/or an equivalent combination of relevant marketing and/or communications experience and/or education training.
Core Competencies:	<ul style="list-style-type: none"> • 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. • Display openness and resilience, inspire others to change and act to make change happen with ACU's strategic goals and Mission at the heart of all outcomes. • 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. • Coach and develop self and others through setting clear expectations, managing performance and developing required capabilities to establish a culture of learning and improvement. • 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	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>

