

## POSITION DESCRIPTION

<b>Position Title</b>	Internal Communications Officer		
<b>Organisational Unit</b>	Marketing and External Relations Directorate		
<b>Functional Unit</b>	Strategic Communications		
<b>Nominated Supervisor</b>	Internal Communications and Engagement Manager		
<b>Classification</b>	HEW 6		
<b>CDF Level</b>	CDF1	<b>Position Number</b>	10608193
<b>Attendance Type</b>	Part Time	<b>Date reviewed</b>	10-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

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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

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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

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The Internal Communications Officer works with the wider team to improve ACU's approach to internal communications and staff engagement. Working with colleagues across the university, the position is responsible for helping enhance the way staff communicate, connect and engage with one another to advance the vision, Mission and goals of the university. In particular, the Internal Communications Officer will help communicate the services that Corporate Services provides and tell 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

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### 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.

<b>Responsibility</b>	<b>Scope</b>
Contribute to the effective use of an enterprise social network at ACU. This involves developing strategies to encourage account take-up, coordination of the platform, and offering advice and assistance to staff.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Assist with the implementation of the 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
Make improvements to and provide ongoing coordination of the Staff Bulletin. This involves making recommendations for improving the structure; producing content; and supporting the communication needs of ACU staff.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Support maintenance of the staff intranet. This involves participating in reviews of the existing staff intranet; recommending improvements in line with the aims and objectives of the internal communications plan; and producing content and providing support for the staff intranet's ongoing management.	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 engagement. This involves understanding the internal communications needs of different directorates, providing advice and support, and developing a suite of internal communications collateral to support upskilling of colleagues across Corporate Services and the wider university.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Assist with driving staff awareness of and engagement with positive developments in the university and building understanding in the event of issues.	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 contribute to impactful internal communications plans to increase staff awareness and engagement, with a particular focus on Corporate Services projects and priorities.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
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

## 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

<b>Qualifications, skills, knowledge and experience:</b>	<ul style="list-style-type: none"> <li>• Qualification - Completion of a relevant undergraduate degree plus relevant marketing and/or communications experience; or an equivalent combination of relevant experience and training.</li> <li>• Skill - Demonstrated strong verbal and written communications skills, with substantial editing and proofing experience.</li> <li>• Experience - Proven experience utilising a Content management system to upload and edit content.</li> <li>• Skill - Demonstrated strong organisational skills and the ability to prioritise multiple tasks and meet deadlines.</li> <li>• Experience - Demonstrated high level of accuracy and attention to detail.</li> <li>• Skill - Demonstrated ability to identify needs or gaps and make appropriate recommendations / action plans to address.</li> </ul>
<b>Core Competencies:</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Work collaboratively internally and externally to ACU to capitalise on all available expertise in pursuit of excellence.</li> <li>• 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.</li> <li>• Take personal accountability for achieving the highest quality outcomes through understanding the ACU context, self-reflection, and aspiring to and striving for excellence.</li> </ul>
<b>Essential Attributes:</b>	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.
<b>Working with Children and vulnerable adults check</b>	This role does not require a Working with Children Check.

## REPORTING RELATIONSHIPS

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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>

