

## POSITION DESCRIPTION

<b>Position Title</b>	Communications Lead (Humanities and Social Sciences)		
<b>Organisational Unit</b>	Marketing and External Relations Directorate		
<b>Functional Unit</b>	Strategic Communications		
<b>Nominated Supervisor</b>	National Manager, Strategic Communications		
<b>Classification</b>	HEW 7		
<b>CDF Level</b>	CDF1	<b>Position Number</b>	10608142
<b>Attendance Type</b>	Full Time	<b>Date reviewed</b>	12-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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This position is focused on raising the public profile of ACU's Humanities and Social Sciences portfolio. The university's Humanities and Social Sciences portfolio covers research and study opportunities conducted by ACU's Institute for Religion and Critical Inquiry; Institute for Humanities and Social Sciences; Plunkett Centre for Ethics; Queensland Bioethics Centre; Faculty of Theology and Philosophy; and the National School of Arts.

As the Communications Lead for the Humanities and Social Sciences portfolio, this position is responsible for expertise in the Humanities and Social Sciences by developing and implementing media and publicity programs by:

- Building strong working relationships with each research institute and school in ACU's Humanities and Social Sciences portfolio;
- Effectively delivering integrated publicity programs for the centres and schools, ensuring that messaging is consistent and coordinated across all communication channels;
- Raising the profile of the ACU's Humanities and Social Sciences portfolio in the marketplace, competing for coverage against competitor universities with stronger public profiles;
- Identifying and executing opportunities to include ACU humanities and social sciences-related achievements and expertise in relevant news cycles and communication channels.

## 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.

Responsibility	Scope
Develop and implement separate integrated publicity programs for each research institutes and schools within the Humanities and Social Sciences portfolio.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Maintain a regular work-in-progress document with each research institute, centre and school in ACU's Humanities and Social Sciences portfolio to ensure agreed activities are kept on track.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Develop and maintain strong relationships with humanities and social sciences experts in the research institutes, centres and schools in ACU's Humanities and Social Sciences portfolio to maintain an awareness of key activities within each area to inform publicity opportunities.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Develop and maintain strong mutually beneficial relationships with relevant journalists and media outlets to create publicity opportunities.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Develop and maintain strong mutually beneficial relationships with organisations in the humanities and social sciences sector to identify, secure, and leverage opportunities for raising the public profile of experts in ACU's Humanities and Social Sciences portfolio.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Draft content for press releases, social media promotion and prepare faculty and research institute staff for media interviews.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Ensure profile raising activities for ACU's Humanities and Social Sciences portfolio follow an integrated communications approach, with complementary content and activity across owned, earned and paid media.	The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit
Contribute to media and communications training and development programs for experts (research and academic	The position contributes to activities; outcomes and goals; that are

<b>Responsibility</b>	<b>Scope</b>
research leaders) in ACU's Humanities and Social Sciences portfolio.	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.
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 in the area of marketing, public communications, journalism with relevant experience working in public relations or communications; or an equivalent combination of relevant experience and/or education/training.</li> <li>• Experience - Experience working for a public relations and communications agency or for a university, research institution or relevant organisation in an external communications role.</li> <li>• Experience - Demonstrated experience in servicing multiple client accounts (preferably in the humanities and social sciences sector).</li> <li>• Experience - Proven track record in developing and implementing successful publicity programs that include mainstream media coverage.</li> <li>• Skill - Demonstrated ability to deliver publicity outcomes that align with strategic business objectives.</li> <li>• Knowledge - Experience in providing professional media and communications coaching and advice to senior clients to create positive outcomes.</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>• 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>• Coach and develop self and others through setting clear expectations, managing performance and developing required capabilities to establish a culture of learning and improvement.</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>