

POSITION DESCRIPTION

Position Title	National Manager, Strategic Communications		
Organisational Unit	Marketing and External Relations Directorate		
Functional Unit	Strategic Communications		
Nominated Supervisor	Associate Director, Communications and Creative Services		
Classification	HEW 10 Base 1		
CDF Level	CDF2M	Position Number	10608187
Attendance Type	Full Time	Date reviewed	03-JUL-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.*

At ACU we pride ourselves on offering a welcoming environment for everyone. At the same time, we are a university committed to standing for something clear. We stand up for people in need and causes that matter. ACU's Mission is central to the University and informs every area – integrating the dignity of the human person, the common good, and ethical and social justice considerations into our core activities of student learning and teaching, research and service.

We are a publicly funded university which has grown rapidly over the past few years. We're young, but we are making our mark: ranking among the top universities worldwide. We have seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We know that our people make us a university like no other. It's your values, action and passion that makes the difference. Whatever role you may play in our organisation: it's what you do that defines who we are.

We value staff, offering excellent leave and employment conditions, and foster work environments where they have the ability to grow and develop. We continue to invest in our facilities and workplaces, and actively involve staff in shaping the future direction of the organisation.

Each portfolio consists of several Faculties, Research Institutes or Directorates. The Vice President drives both the Identity and the Mission of the University. In addition, Campus Deans focus on the University's local presence and development of the University at the local 'campus' level. For further information about the University please refer to the Organisation Chart.

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. Several frameworks and standards also express the University's expectations of conduct, capability, participation and contribution of staff.

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 National Manager, Strategic Communications plays a critical leadership role in driving ACU's Communications Strategy in alignment with the university's Brand Strategy and Strategic Plan. Operating across the campuses, the position takes a whole of organisation approach to lead the specialist function of Communications within the Communications and Creative Services area. Reporting to the Associate Director, Communications and Creative Services and part of the broader Communication and Creative Services team, the position is responsible for providing specialist, professional and highly responsive communication plans and responses.

The position can at times work in a volatile and fast changing environment, warranting high level influencing, communication and subject matter expertise. The National Manager, Strategic Communications leads and manages the Communications team responsible for corporate communications, reputation and issues management, public relations and internal communications. As well as protecting and advancing the university's corporate reputation, the position has stewardship of key stakeholder relations and drives communication initiatives projecting ACU globally as an impactful, empathetic and research-focused Catholic university. As the university's leading communications expert, the position partners with the Office of the Vice-Chancellor and the university's senior executive on communications strategy and a broad range of related areas including internal and external communications, alignment of communications across audiences and key organisational strategies and priorities, media presence and relationships. The National Manager,

Strategic Communications ensures ACU's external and internal communications are underpinned by a clear strategy and supported by the best systems, policies and processes.

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](#)
- [ACU Capability Development Framework](#)
- [Higher Education Standards Framework](#)
- ACU Staff Enterprise Agreement
- [ACU Staff Reconciliation Action Plan](#)

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Responsibility	Scope
Lead the development and implementation of communications strategies and plans that underpin whole of university strategy, plan and communications activity, engage staff and audiences globally, and position ACU as an impactful, empathetic and research-focused Catholic University.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
As the university's lead communications expert, collaborate with stakeholders across the university in the development, enhancement and rollout of ACU's communications strategies that support, contribute to and are aligned with university strategy.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Provide strategic communications counsel to the Vice-Chancellor and senior leadership of the university including advice on communication approaches, messaging and recommended channels for internal and external announcements or for particular communication plans to ensure alignment with strategy and protect and enhance the university's reputation (often influencing behaviour, culture and attitudes to achieve optimal outcomes).	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Advocate and secure senior stakeholder buy-in for key communication initiatives to strengthen staff and stakeholder engagement and the success of such initiatives.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Build and develop a high-performing and service-orientated communications team that delivers strong public relations, media management, student communications, and internal communication outcomes for the university. This includes	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

Responsibility	Scope
the early identification of opportunities and risks and incorporating appropriate measures of success.	
Build a collaborative work environment, working across teams within MER and across the university to ensure that messaging is integrated and leveraged in a timely manner to the benefit of the university.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Lead the development and ongoing review of key metrics to track and monitor effectiveness of communication strategies and use data metrics to drive improved performance.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Develop and execute crisis communications plans, and develop external messaging in response to catastrophes, critical incidents, media or social media issues and issues that may impact ACU's reputation and brand. This includes media responsiveness and managing difficult, challenging, and sensitive matters.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Lead the development, review and improvement of university policies, procedures and activities related to communications, including reputation, issues and critical incident management. Manage systems and protocols to identify and manage reputation issues and embed reputational risk awareness.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Research and keep up to date with issues and trends across the higher education sector and industry trends to ensure the university proactively responds to issues in a timely and appropriate way and to maximise opportunities for ACU communications planning/initiatives.	The position mainly contributes to activities; outcomes and goals within their immediate team or work unit

HOW THE ROLE OPERATES

The position manages complex; difficult or challenging matters/issues/tasks on a regular basis; These matters are often impacted by internal/external factors (technical; policies and procedures; industrial; funding; academic).
The position will need to provide expert advice to clients/management/their faculty or directorate.
The position will need to influence and win the support of others to achieve mutually beneficial outcomes.
The position provides solutions to problems or situations of critical importance to the University or deals difficult or emotional people.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	<ul style="list-style-type: none"> • Qualification - Postgraduate qualifications and extensive relevant experience in a marketing, communications, media studies or a related discipline; or extensive management experience and proven management expertise in marketing or communications or an equivalent combination of relevant experience and/ or education/ training. • Experience - Significant experience leading a high-performing and service-orientated communications team. • Experience - Significant experience with media and media cycles. • Experience - Extensive experience in corporate communications including the successful development and implementation of segmented communication strategies and plans across all platforms, traditional and digital. • Experience - Significant experience in managing stakeholder communications and supporting stakeholder relations in a complex organisation. • Experience - Proven ability to investigate and make recommendations on issues relating to reputation and critical incident communications. • Skill - Excellent interpersonal, negotiation and influencing skills with the capacity to build solid working relationships with senior management and people at all levels of an organisation.
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. • 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:	<p>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.</p>

Working with Children and vulnerable adults check	This role does not require a Working with Children Check.
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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>

