

POSITION DESCRIPTION

Position Title	National Outreach Officer, First Peoples		
Organisational Unit	First Peoples Directorate		
Functional Unit	First Peoples Directorate		
Nominated Supervisor	Associate Director, First Peoples		
Classification	HEW 7		
CDF Level	CDF1	Position Number	10610042
Attendance Type	Full Time	Date reviewed	12-AUG-2022

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, five Associate Vice-Chancellors and 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 the Strategic Plan 2020-2023 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 FIRST PEOPLES DIRECTORATE

The First Peoples Directorate incorporating Indigenous Higher Education Units is responsible for Aboriginal and Torres Strait Islander education outcomes, to provide leadership in:

- Facilitating success of current Aboriginal and Torres Strait Islander students
- Engagement with prospective Aboriginal and Torres Strait Islander students
- Building sustainable partnerships with Aboriginal and Torres Strait Islander communities
- Developing cultural competency across ACU
- Embedding First Peoples' perspectives in curriculum and research
- Enabling culturally safe environments to enhance the belonging of Aboriginal and Torres

Strait Islander peoples

The First Peoples Directorate focus exclusively on First Peoples strategic leadership aligned with current higher education sector practices. This focus includes the progress the implementation of the ACU Reconciliation Action Plan and the Cultural Capability Strategy that underpin the University's commitment to improving educational outcomes for Aboriginal and Torres Strait Islander people.

POSITION PURPOSE

Working closely with respective IHEU Coordinators and as part of the First Peoples (FP) Directorate team, the position holder is responsible for the delivery of National prospective student communications and leadership of innovative engagement activities to attract and convert prospective students across Brisbane, ACT, New South Wales and Victorian campuses.

The role works collaboratively with IHEU's, faculties, Marketing and the Equity Pathways team of each campus to enhance recruitment opportunities and support local marketing and communication strategies.

The position holder has a thorough understanding of the breadth and depth of ACU courses, programs, campus amenities and student services available in all state campuses, specifically the Away From Base courses and the support offered by the IHEUs. This role is responsible to lead and coordinate with respective IHEU's to deliver outreach programs, activities and events that communicate the unique ACU experience ACU to prospective students and to maximise conversion to application and enrolment. Involvement in community outreach programs, activities and events may involve direct contact with children and vulnerable peoples.

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 Strategic Plan 2020-2023](#)
- [Catholic Identity and Mission](#)

- [ACU Capability Development Framework](#)
- [Higher Education Standards Framework](#)
- ACU Service Delivery Model
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence and Academic Career Pathways.
- [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
<p>Develop an innovative National Outreach program focused on achieving increased Aboriginal and Torres Strait Islander student enrolments in pathways, undergraduate and postgraduate programs at ACU.</p> <p>Work collaboratively with Marketing and External Relations, Student Administration, Alumni and Advancement and other relevant areas of the university in developing and implementing targeted outreach activities</p>	<p>The position contributes to activities; outcomes and goals; that are implemented and have impact across the University</p>
<p>Support the IHEU Coordinators to deliver locally the National Outreach Program.</p> <p>The program will support the local IHEU team in coordinating and/or delivering presentations at community events, regional/state expos and Open Days. This may include partnering with Equity Pathways to conduct events and on campus programs.</p>	<p>The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit</p>
<p>Maintain national relationships in regional networks with Careers Advisors and Community Engagement Advisors, Indigenous Liaison Officers and other Aboriginal and Torres Strait Islander staff to support the local IHEU in delivery of the program.</p>	<p>The position contributes to activities; outcomes and goals; that are implemented and have impact across the University</p>
<p>In partnership with IHEUs, guide and monitor planning and logistical requirements, including managing events, Open Days and print and promotional materials.</p>	<p>The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit</p>
<p>Work with the Integrated Marketing Managers, Digital Experience and Communication and Creative Services teams to develop collateral and promotional materials associated with the outreach program, this includes quality productions and sponsored pop ups on various social media platforms.</p>	<p>The position mainly contributes to activities; outcomes and goals within the faculty/directorate/organisational unit</p>

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 demonstrate critical thinking to make recommendations; to meet changing demands; and provide business aligned solutions.
The position will need to influence and win the support of others to achieve mutually beneficial outcomes.
This position does not have managerial responsibilities.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	<ul style="list-style-type: none"> • Knowledge - Identification as Aboriginal or Torres Strait Islander. Australian Catholic University considers that being of Aboriginal or Torres Strait Islander origin is a genuine occupational qualification for this role. • Skill - Proven ability to communicate effectively and positively influence Aboriginal and Torres Strait Islander people's thinking. • Qualification - A relevant degree preferably in Education or Marketing, with relevant experience or an equivalent combination of relevant experience and/or education/training. • Experience - Demonstrated experience developing and leading culturally informed future student recruitment programs, events, workshops and activities that support organisational goals and meet agreed performance targets, preferably within the higher education sector. • Experience - Proven ability to contribute positively as part of a small team and independently, setting priorities and managing time effectively to complete multiple and complex tasks. • Experience - Proven well-developed interpersonal and relationship management skills with the ability to interact with University staff across all levels and with external stakeholders. • Experience - Demonstrated administrative, organisational skills, problem solving and decision-making abilities.
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. • Make informed, evidence-based decisions by sourcing and interpreting University and business information.
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>

