



## POSITION DESCRIPTION

### AURIN

Faculty of Architecture, Building and Planning

## AURIN Casual Marketing and Communications Assistant

### POSITION NO

#### CLASSIFICATION

PSC 5

#### SALARY

\$47.69 per hour

#### SUPERANNUATION

Employer contribution of 9.5%

#### WORKING HOURS

Approximately 14.5 hours per week

#### BASIS OF EMPLOYMENT

Casual for up to six months

#### OTHER BENEFITS

<http://about.unimelb.edu.au/careers/working/benefits>

#### HOW TO APPLY

Online applications are preferred. Go to <http://about.unimelb.edu.au/careers>, select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.

#### CONTACT FOR ENQUIRIES ONLY

Tracy Baylis

Tel +61 3 8344 3212

Email: [tracy.baylis@unimelb.edu.au](mailto:tracy.baylis@unimelb.edu.au)

*Please do not send your application to this contact*

For information about working for the University of Melbourne, visit our website:  
[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## ***Position Summary***

The Casual Marketing and Communications Assistant will be responsible for delivering aspects of AURIN's communication program, ensuring best practice communication to internal and external stakeholders, including staff, the urban research community, data custodians, technology partners, government and the broader community.

A major responsibility of the role will be to secure stakeholder and data owner participation in the AURIN initiative through communications and engagement strategies that encompass web- and print-based communications.

The Casual Marketing and Communications Assistant reports to the Strategic Planning and Implementation Manager and will also work closely with the Outreach Manager.

This role would suit a student of Marketing, Communications or similar discipline.

### ***1. Key Responsibilities***

- ▶ Assist with the production of content for the AURIN website, social media and print material, including conducting internal and external interviews, drafting and editing written content, and sourcing images;
- ▶ Edit and update AURIN's WordPress website as directed by the Strategic Planning and Implementation Manager;
- ▶ Maintain AURIN's social media presence ensuring consistency of branding and tone of voice across multiple media;
- ▶ Prepare and disseminate AURIN's quarterly newsletter using MailChimp, with content directed by the Strategic Planning and Implementation Manager;
- ▶ Collect and file digital marketing content and media, including presentation slides, articles, photos and video as directed;
- ▶ Assist the Outreach Manager to monitor external activities related to AURIN, including grant activities, awards activities, data releases, scientific publications and general media, recording relevant activity as directed by the Outreach Manager and briefing the Outreach Manager as appropriate.

### ***2. Selection Criteria***

#### **2.1 ESSENTIAL**

- ▶ Demonstrated experience in editing and updating a WordPress website;
- ▶ Excellent and demonstrable written communications skills, including the ability to apply style and branding guidelines to written work;
- ▶ Excellent organisational and time management skills with the ability to multi-task and effectively prioritise competing demands.

#### **2.2 DESIRABLE**

- ▶ A tertiary qualification or currently studying in a relevant discipline and/or significant industry experience in communications, marketing, business development, journalism, public relations, or related discipline;

- ▶ Demonstrated experience maintaining an organisational social media presence;
- ▶ Skills in using MailChimp;
- ▶ Demonstrated experience in preparing key presentations, reports or media releases;
- ▶ Skills in multi-media which could be used to complement written content. This would include the ability to prepare static graphics (e.g. Adobe Photoshop or Illustrator skills), create videos and possibly podcasts;
- ▶ Skills in the manipulation and presentation of geographic digital map datasets.

### ***3. Job Complexity, Skills, Knowledge***

#### **3.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The Casual Marketing and Communications Assistant works closely with the Outreach Manager, under the direction of the Strategic Planning and Implementation Manager, to deliver communications activities according to the approved budget and plan to meet the AURIN program objectives.

#### **3.2 PROBLEM SOLVING AND JUDGEMENT**

The Casual Marketing and Communications Assistant is expected to identify problems and potential problems that might impact on the delivery of their assigned tasks and keep the Strategic Planning and Implementation Manager informed of those problems, working with the wider AURIN team to present and/or seek solutions as appropriate.

#### **3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The Casual Marketing and Communications Assistant is expected to develop a working understanding of AURIN's major stakeholder groups and related value propositions and key messages.

#### **3.4 RESOURCE MANAGEMENT**

N/A

#### **3.5 BREADTH OF THE POSITION**

The position acts across the full range of communications and promotional issues associated with the AURIN program.

### ***4. Equal Opportunity, Diversity and Inclusion***

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees,

volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

## ***5. Occupational Health and Safety (OHS)***

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/people/community/responsibilities-of-personnel>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

## ***6. Other Information***

### **6.1 ORGANISATION UNIT**

<https://aurin.org.au/>

The Australian Urban Research Infrastructure Network (AURIN) is a national research infrastructure initiative funded by the Federal Government. This initiative created a national infrastructure to access and act upon data to support research and decision making, and to enhance the environmental, social and economic sustainability of the Australian urban and built environment.

AURIN provides researchers with an open access, distributed network of aggregated datasets and information services to understand patterns of urban development and to inform evidence-based decisions and actions for a sustainable future.

AURIN coordinates the collection and filtering of information from a variety of archival and dynamic data sources and provides the mechanisms, protocols and tools by which data can be accessed, interrogated and modelled. This in turn, enables and supports research that addresses issues of national significance, stimulates cross- and multi-disciplinary research, facilitates partnerships with industry and helps translate research outcomes into national benefit.

Activities of the AURIN Office include: coordinating program activities; subcontracting with relevant parties; monitoring and reporting on performance indicators; communicating and

engaging with the research community and other stakeholders; developing strategic, business and project plans; assessing and reviewing AURIN facilities and activities.

## 6.2 BUDGET DIVISION

<https://msd.unimelb.edu.au/>

The Faculty of Architecture, Building and Planning is the leading educational and research institution in the Asia-Pacific region addressing the design and realisation of inhabited environments. It actively seeks to extend the linkages between education, research and practice in the built environment, and maintains excellent and extensive relationships with members of the built environment professions, government, professional associations and the wider community.

The Faculty has nearly 170 staff and approximately 3000 students, one third of whom are international. It is responsible for the undergraduate Bachelor of Environments degree, and offers majors in architecture, landscape architecture, property, construction, and urban design and planning.

The Faculty's graduate school, the Melbourne School of Design teaches accredited masters courses across the professional disciplines of Architecture, Construction Management, Landscape Architecture, Property, Urban Design and Urban Planning.

The MSD is distinctive from its competitors in its aim to inspire learning through interdisciplinary reflection, and its integration of research, teaching, and practice around the environmental implications of all forms of urbanisation. With opportunities to engage in advanced studio and seminar-based learning and research, MSD students develop new perspectives, critical reflection, and modes of action to address the environmental, social and aesthetic challenges in producing sustainable centres of habitation, locally and internationally. Students can take part in field trips which examine the global context of habitable environments.

The Faculty has an international reputation for excellence in research and research training and is a leader in built environment and urban research. Faculty staff are actively engaged in collaborations and partnerships both locally and globally, to produce research that responds to major social, economic and environmental challenges, as well as fundamental research into the built environment in Australia and the Asian region. Our researchers address key issues, such as mitigation of natural disasters, climate change, sustainability, the future of cities, population growth and urban density. We lead debate in many of these areas. We also contribute definitive knowledge and understanding of the history, conservation and heritage of the built and natural environment, built environment practice and management, urban morphology and design research. The Faculty draws its research strength in part from its capacity to work in the multidisciplinary frame of its various built environment disciplines, as well as with colleagues in health, engineering, education, history and social sciences.

Through the MSD, we provide the highest quality research training environment, attracting the best and brightest future researchers in our disciplines from around the world.

PhD and MPhil students have access to innovative professional development programs and generous funding support, along with excellent facilities and resources. Our PhD and MPhil graduates are well-rounded professionals, critical thinkers and future research leaders.

We have built strong research foundations by valuing and developing our people, rewarding excellence, and fostering a culture of enquiry, creativity and outstanding scholarship.

More information about ABP / MSD can be found at: <http://msd.unimelb.edu.au/>

### 6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

### 6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

## 6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>