

## **Manager Student Engagement and Communication**

Full-time fixed term (until December 2022) opportunity exists for an engagement and communications professional to join the University of Melbourne Graduate Student Association (GSA).

### *About GSA*

The University of Melbourne Graduate Student Association (GSA) is the independent representative organisation for all graduate coursework and research students at the University of Melbourne. GSA is led by an elected Council of 15 graduate students, and on behalf of over 30,000 constituents represents graduate student interests to the University and wider community, provides facilities and services, delivers events and activities to promote graduate student community and academic excellence, and supports 149 affiliated graduate student groups.

As the largest dedicated postgraduate association in Australia, GSA's vision is for cohesive communities that actively empower graduate students to achieve meaningful holistic outcomes and experiences. Our mission is to enable and build these communities through proactive, responsible representation and advocacy; purposeful, impactful services and support; and strong partnerships with the University of Melbourne and relevant stakeholders and agencies.

### *About the role*

The role will work with the student engagement team to implement and execute the student engagement functions of the GSA, meeting its objectives of:

- Creating fun, social events that help build a strong GSA community.
- Creating greater outreach and awareness of GSA (its purpose and services) via events and activities.
- Helping create an image and impression of GSA commensurate with our brand values and operational values.
- Support the strengthening of training and development for graduates, innovate programs to assist transition to work and to support emotional and mental health.
- Develop and strengthen Graduate Group Programs to better engage GSA with the graduate community.
- Develop and implement our marketing strategies and campaigns to drive brand awareness, student engagement and experience.

The role will also ensure our brand's unique identity and tone of voice speaks the same language across the multitude of marketing communication channels to ensure we are truly connecting and reaching out to our audience.

Ultimately, you will help us improve GSA's reputation and drive growth.

Please see the attached position description for more details.

Applications (including CV, Cover Letter, and a response to the Key Selection Criteria) can be sent directly to [jobs@gsa.unimelb.edu.au](mailto:jobs@gsa.unimelb.edu.au)

Applications are due by the 16<sup>th</sup> October 2020, by close of business 5pm. Please include the title of the role in the email subject.

Any enquiries can be directed to Rachna Muddagouni on 0434 687 067