

Position Description

Student Engagement Officer - Graduate Groups

FTE: 0.7 FTE, Fixed Term 2 years (commencing from 10 Jan 2022), Part time employee

Level: 3.3 (EBA currently under negotiation)

Created: October 2021

Reports to: Manager Student Engagement and Communication

Level of supervision: Routine supervision provided and will be provided extensive professional development opportunities

Position purpose

The Student Engagement Officer has the responsibility to work with the Manager Student Engagement and Communication and execute the operational plan in relation with Graduate Groups Program annually. The role will assist with the development and evaluation of the plan. The role will have primary responsibility in the team to work with the Communication Team and develop the Marketing Plan to support the establishment and promotion of all graduate groups.

This role will ensure the engagement strategies are implemented to support new Grad Groups to remain connected, consulted, and supported by GSA to meet their objectives and undertake the tasks identified in a timely manner. The role will support collaboration between common interest like grad groups, links grad groups to GSA Student Engagement and Policy Advocacy Team to ensure their work is valued and GSA supports the work of the GSA Grad Groups.

Main tasks

Planning, Marketing and Communication

- Work with the Manager of Student Engagement and Communication (MSEC) to undertake planning, implementation, and evaluation of the Operation Plan for the Graduate Group Engagement Activities annually in collaboration with the Student Engagement Team
- Develop monthly reports for the MSEC, Program Director to inform the CEO and Board.
- Develop a comprehensive Marketing and Communication Plan to promote the graduate groups, their activities, events and support training and collaboration.
- Monitor and review all social media strategies and keep the Graduate Group Portal information up to date.
- Support to develop plans and offer the guidance for the Student Engagement Team with event/activities management.
- Work with MSEC and external consultants to organise training for grad groups leaders

Grad Group engagement and support

- Coordinate the establishment, maintenance, and support of new and existing Grad Groups by providing them with information, induction support and any relevant assistance.
- Maintain Grad Group Portal and undertake regular and effective communication with Grad Groups
- Develop and maintain resource materials for Grad Group leaders
- Conduct Bimonthly Grad Group Leaders forums to support collaboration and information sharing
- Assist with planning and delivery of events for Grad Group leaders in collaboration with the Student Engagement Team

- Organise events/ activities that support Grad Group consultation for GSA Board, other student council members and staff to seek input on GSA key issues.

Other duties

Key Selection Criteria

- Bachelor/ Post Graduate qualification in Community Engagement/ Marketing/Public Relations essential
- Minimum of three years' experience undertaking community engagement or marketing roles
- Experience undertake planning and evaluation
- Experience in events/activities management
- Excellent knowledge and understanding of operations of clubs, societies and/or incorporated associations
- Good verbal and written communication skills
- Knowledge and skills of Microsoft Office Skills with particular focus on Excel skills
- Organisational and time management skills.

Judgement and problem solving

Solve routine problems under supervision and perform tasks which require proficiency in the work area's rules with broader organisational knowledge.

Please note: This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only.

Acknowledgement

I certify that I have read, understood, and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date



Student Engagement Officer Graduate Groups

Position Description

Last updated October 2021

gsa.unimelb.edu.au

SIGNED ON BEHALF OF THE ASSOCIATION

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Chief Executive Officer

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Date