

**COMMUNICATIONS & MARKETING OFFICER**

***A fantastic opportunity exists to join a small team of talented communications specialists working to create relevant promotional material for the University of Melbourne Student Union. We’re a tight-knit team with a values-driven culture. We love what we do, the diverse and inclusive departments we do it for – and the team we do it with****!*

* ***Source, develop, edit and update a range of written and audio-visual material and other marketing collateral***
* ***Source, develop, edit, update and publish copy for the UMSU website***
* ***Work collaboratively with internal stakeholders to deliver consolidated and integrated marketing solutions and campaigns***
* ***Provide communications and media support for UMSU’s presence in major events***
* ***Support research and evaluation of campaigns and plans, including data collection and analysis***
* ***Full time position, reporting to Coordinator, Communications***

**ABOUT UMSU**

**With a living history that extends over 130 years, at the University of Melbourne Student Union (UMSU) we are committed to providing quality experiences on campus that create a community for students from a wide variety of backgrounds and experiences.**

As a non-profit organisation run by students, for students, we keep the arts, representation, advocacy, live music and cultural services alive on campus. We provide the platforms for students to immerse themselves in a wealth of cultural facilities and events, whilst having access to quality support services. It’s about making sure that students have advocacy and representation on campus. And it’s all about the battle to keep student voices in the big picture whilst making students’ time at the University fun and enjoyable.

**ABOUT THE DIVISION**

The Communications, Marketing & Events Division works closely together to provide a cohesive service experience to Student Representatives, staff and Volunteer Program Directors in the conception, creation, design and execution of marketing and communications strategies that enable them to foster a genuine connection with the student population across a variety of different media, activities and events.

The division is made up of Communications and Marketing, Design, Events, and Information Centre Departments.

**ABOUT THE DEPARTMENT**Within the Communications, Marketing and Events Division, the Communications and Marketing Department communicates to students the full range of campaigns, activities and functions that UMSU offers, and ensures these activities are promoted in all channels including:

* media statements;
* speeches;
* feature articles;;
* newsletters;
* websites;
* social media; and
* publications.

**ABOUT THE TEAM**

The communications team is made up of a Coordinator, Communications; Communications Officer; Communications student Intern; and Social Media student Intern, who take pride in their ability to creatively communicate campaigns, activities and services from a diverse range of internal stakeholders. The team loves sharing and chatting about anything food, meme and pop culture related.

The team is looking for a team member who can clearly communicate and collaborate in a transparent workflow –in a safe and trusting work environment. The team works best when underpinned with a sense of play to allow experimentation and discovery of new ways to deliver above and beyond expectations.

The team also know how to buckle down and work hard on delivering in peak times. Having a good work ethic and sense of humour during peak delivery will definitely be helpful attributes!

**ABOUT THE ROLE**The **Communications and Marketing Officer** is a key member of the UMSU team, providing promotional support and expertise to UMSU’s staff and elected student representatives. The Communications and Marketing Officer is responsible for sourcing, developing, editing and publishing content for online and on-campus distribution, ensuring all publications align with UMSU Communications and Marketing plans. Drawing upon current market trends, knowledge of media ethics and student values, the Communications and Marketing Officer will cultivate and measure marketing plans that best serve audience’s needs and interests. In addition, the incumbent will fulfil a mentor and development role through their working relationship with Social Media and Communications Interns.

**ABOUT YOU**

**To succeed in this position, you will possess relevant qualifications in journalism, arts, social science, research or a related discipline, coupled with significant experience in communications and/or marketing, preferably to the student demographic; or a relevant combination of skills knowledge and/or training.**

You are a creative professional with independent judgement and initiative, along with the ability to identify and highlight ongoing and emerging issues for the student population as appropriate.

You’re confident as a mentor and able to provide effective onboarding and training to interns, UMSU staff and student representatives.

Your interpersonal and relationship-building skills include the ability to communicate ideas effectively and respectfully to different stakeholders, enabling students to get more out of their time at the University.

Essential to your success will be your proven track record in contributing to the development, planning, implementation and measuring communications and marketing plans, including copy writing, media liaising, research and project work, social media nous, with a demonstrated ability to organise and prioritise project workloads to meet deadlines and work within budget.

You have values consistent to the organisation that supports your work to deliver inclusive, sensitive and appropriate communications for a range of departments within UMSU to a diverse and socially aware audience. You have a working knowledge of accessibility, social inclusion and union principles that form the basis of your approach to and delivery of communications materials aimed at **empowering** a predominantly youth audience.

Essential skills include:

* Experience in effective campaign delivery
* Highly developed organisational skills with strong attention to detail
* Working knowledge of access and inclusion practices
* Sound knowledge of current market trends and aspects of the social and political climate that may impact media consumption amongst target audiences
* Proficiency in Content Management Systems and high-level computer skills
* Proficiency in survey development and analysis

To view the position description, please go to our website: <https://umsu.unimelb.edu.au/jobs/>

In return we offer:

* An eclectic, ethical workplace culture and flexible approach to our work;
* Salary base of $85,170
* True life/work balance – check out our benefits which include a 35 hour working week, 5 weeks leave, leave loading 17.5% and 12% superannuation; and
* Access to professional development opportunities tailored to you and your career path

This is a full time position (35 hours per week).

**HOW TO APPLY**

Please familiarise yourself with our organisation via our [website](https://umsu.unimelb.edu.au/about/umsu/) and [social media platforms](https://umsu.unimelb.edu.au/news/socialmedia/) to assist and inform your application. Applications for this position close **9am Wednesday 4th November and should be addressed to** Naomi Fennell **at recruitment@union.unimelb.edu.au**

Applications should include:

* a covering letter addressing all the key selection criteria
* curriculum vitae including recent campaign work that you were fully responsible for
* contact details of three (3) referees

All applicants require:

* a valid Employee Working with Children Check
* verification of unrestricted work rights in Australia, for example, citizenship, passport or birth certificate
* certified copies of qualifications

UMSU reserves the right to withdraw an advertised position at any stage.