



UNSW
THE UNIVERSITY OF NEW SOUTH WALES



COMMUNICATIONS & MARKETING COORDINATOR

CENTRE FOR SOCIAL IMPACT

AUSTRALIAN SCHOOL OF BUSINESS

Communications & Marketing Coordinator
Centre for Social Impact
AUSTRALIAN SCHOOL OF BUSINESS
REF 6631

Full time 3 year fixed term position- Salary Level **8**: \$76K per year (plus up to 17% employer superannuation plus leave loading).

Applications are being sought for an energetic, experienced and results-focused Communications & Marketing Coordinator.

The key focus of this role is to be responsible for the media management and communication activities such as publications and maintaining the website as well as event management.

Applicants should systematically address the selection criteria in their application.

Please direct any enquiries to Anne Measday, General Manager, on (02) 9385 9897 or email a.measday@unsw.edu.au

Applications close 31 July 2009



Position title:	Communications and Marketing Coordinator	Level:	8
School/Unit:	The Centre for Social Impact	Faculty/Division:	ASB
Written by:	Anne Measday	Date:	23-6-09

JOB PURPOSE

The Communications and Marketing Coordinator is responsible for promoting the goals and objectives of the Centre for Social Impact (CSI) as well as coordinating media management and communications activities such as publications, some events and maintaining a comprehensive website.

MAIN DUTIES

- Promote the goals and activities of CSI to the community and major stakeholders
- Provide advice to the CEO and General Manager on communications and marketing issues and initiatives
- Manage the content and maintenance of the CSI website
- Coordinate media-related activities
- Coordinate writing, production and placement of publications
- Coordinate and manage CSI stakeholder events
- Participate in special projects as they arise.

ENVIRONMENT

Position Context

The Centre for Social Impact comprises a small team of professional staff and is situated within the Dean's Unit of the Australian School of Business at UNSW. It is part of a multi-university collaboration to educate tomorrow's social entrepreneurs and strengthen today's social enterprises. The other partner universities are the University of Melbourne and Swinburne University of Technology. Through top class teaching and world class research, the Centre aims to put Australia among the world's best at delivering community benefit and generating social innovations. The Centre brings together Australia's not-for-profit, philanthropic, business and government sectors in a collaborative effort to help build passionate, high performing and sustainable social ventures. At the same time the Centre encourages and supports businesses to turn good intentions into best practice through social investment. The position is primarily responsible for communicating with the Centre's key stakeholders, including:

- Not-for-profit partners
- Corporate partners
- Donors, sponsors and philanthropic trusts
- Government partners

- University partners
- Students and Alumni

Reporting Relationships

Supervisor's title: Chief Executive Officer CSI

Other relationships: General Manager CSI

PRINCIPAL ACCOUNTABILITIES

- Develop and improve relationship with stakeholders
- Maintain relevant stakeholder lists
- Prepare and update content on the CSI website, ongoing content expansion, and manage maintenance of website.
- Coordinate media-related activities and media requests, track media coverage
- Coordinate writing and placement of newsletters, brochures, news articles, press releases, annual report and CSI staff publications
- Manage inventory and distribution of all marketing collateral, merchandise and promotional material
- Organise the production, design and print of new promotional materials
- Coordinate and manage CSI stakeholder events, on time and within budget
- Provide a support function and assist with projects undertaken by other members of the small CSI team within a flexible environment
- Negotiate contracts and terms as required
- Exercise initiative, sound judgment and discretion.
- Other duties as required.

SELECTION CRITERIA

Essential

- University degree.
- 1-2 years experience in marketing, communications or a similar role
- An advanced understanding of the nonprofit sector and of working in a multi-stakeholder environment
- Demonstrated high level oral, written and interpersonal skills particularly in liaising with a variety of internal and external stakeholders
- Ability to anticipate stakeholder needs and respond appropriately.
- Excellent administrative and organisation skills, with the ability to plan and prioritise workload to meet tight deadlines
- Desktop research skills
- Demonstrated sound project management and multi-tasking skills and strong attention to detail
- Proactive and positive approach with ability to initiate and implement new ideas.
- Strong ability to work in a team to produce seamless results
- Experience in producing written communications to different target audiences
- Experience in the production of marketing materials and collateral
- Ability to analyse and report on communications and marketing
- Sound knowledge of EEO principles
- Knowledge of OHS responsibilities and a commitment to attending relevant OHS Training.

Desirable

- Formal qualification in communications, journalism or marketing
- Experience in managing events for external audience
- Understanding of government or corporate sectors
- Technical knowledge of website technology and design.

INFORMATION ON THE BENEFITS OF WORKING AT UNSW

Benefits of Working at UNSW

The University of New South Wales (UNSW) is one of the leading teaching and research universities in Australia. Renown for the quality of its graduates and its commitment to new and creative approaches to education and research, the University motto - Scientia Manu et Mente ("Knowledge by Hand and Mind") - encapsulates the University's central philosophy of balancing the practical and the scholarly.

University Environment

UNSW offers a modern, dynamic and innovative teaching and learning environment with extensive social and recreational facilities. The UNSW campus is a compact yet beautiful, architecturally sophisticated setting, offering an enviable, cosmopolitan lifestyle for staff and students. Study and research facilities are comprehensive, with a widely acclaimed library network housing more than two million volumes, extensive electronic resources and access to volumes held in libraries at all major Australian research institutions. There is an award-winning bookshop on campus and a vast array of student services available.

UNSW has hundreds of sport and recreational clubs and societies for staff and students including several classical music groups who perform regularly. There is also a top class gymnasium with a fully equipped weights/cardio room, indoor swimming pool and a range of classes and courts to suit all fitness needs.

The UNSW campus boasts a vibrant cafe scene and is situated in the beautiful Eastern suburbs of Sydney just minutes from the famous Coogee and Bondi beaches. In addition, the local area is renowned for its large number of high quality, award winning, restaurants and cafes all of which are just minutes away. UNSW also boasts the famous National Institute of Dramatic Arts (NIDA) and the Randwick racecourse as neighbours.

Employer of choice for women



UNSW has been recognised for creating a work culture that supports and advances women with an Employer of Choice for Women citation. The award comes from the Equal Opportunity for Women in the Workplace Agency (EOWA).

The University was acknowledged as one of only 115 organisations across Australia that actively recognise and address the needs of female workers, to assist them to reach their full potential in the workplace.

University Diversity

UNSW values the diverse social, economic, cultural and religious backgrounds of its employees and promotes this by providing an accessible campus environment, flexible work practices for those with family and other responsibilities or with disabilities, including training on diversity management and cross-cultural communication.

As an UNSW employee you will be able to enjoy a safe and non-discriminatory environment and have the same opportunities to benefit from employment as other employees. In relation to employment equity, staff can access work opportunities such as staff development and training, promotion and re-evaluation, higher duties and a suitable and safe working environment.

Leave Entitlements

Recreation Leave accrues at the rate of one and two-third days per month to a total entitlement of 20 days per year. Recreation leave cannot be taken in advance of its accrual.

Sick Leave is granted under the following arrangements: ten days in the first year of service, 15 days in the second and 30 days in any subsequent year.

Special Leave of up to three days per year may be granted in cases of emergency and unforeseen circumstances e.g. fire or flood damage to your home. Applications for Special Leave must be made to the supervisor and will be considered on its merits. There is no entitlement to Special Leave if the leave sought is during a period of other leave.

Observation of Holy Days and Essential Religious or Cultural Duties allows you to utilise recreation leave or long service leave or leave without pay for the purposes of attending holy days or essential religious or cultural duties associated with your particular religious faith or culture.

Carer's Leave allows you to use part of your sick leave to care for an immediate family member who is ill. Up to 10 days of sick leave entitlement can be used as carer's leave in any one of the first two years of employment. In the third and subsequent years up to 12 days of sick leave can be used for carer's leave.

Parental Leave is available to cover such situations as maternity leave, adoption leave and paternity leave.

Long Service Leave (LSL) may be applied for after ten years service. The minimum period of long service that can be taken is one week.

Bereavement Leave of up to three days per year may be granted in the case of death of an immediate family. In unfortunate circumstances where another immediate family member is deceased in the same year, approval to grant a further three days bereavement leave may be granted by the Director, Human Resources.

Leave Without Pay (LWOP) may be granted on application.

Salary

Salary is paid fortnightly (every second Thursday) calculated up to and including the Thursday. Payment is made to a bank, building society or credit union account nominated by the employee. The University's flexible payroll systems allow premiums, medical and hospital fund contributions, and credit union deposits or repayments.

Tax Effective Salary Packaging Options

The University recognises the value to employees of flexible remuneration planning. Salary sacrificing is one way to provide this flexibility. The principle aim of salary sacrificing is to legitimately restructure the way you receive your salary to suit your individual needs and potentially maximise your take home pay. This is achieved by allowing you to receive part of your salary in the form of benefits rather than receiving it all as salary.

Benefits include

- [Child Care](#)
- [Electronic Diary or Personal Digital Assistant \(PDA\)](#)
- [Laptop or Notebook Computers](#)
- [Lifestyle Clinic \(UNSW Medicine\)](#)
- [Motor Vehicles](#)
- [Parking](#)
- [Superannuation](#)
- [Uniqym Membership](#)
- [Association of Tertiary Education Management](#)

Superannuation

The University offers a generous superannuation scheme with up to 17% employer contributions available to most staff on contracts of 2 years or more. For contracts of less than 2 years an employer contribution of 9% is paid. UNSW employees who are members of the Superannuation Scheme for Australian Universities (SSAU) and the UNSW Special Purposes Superannuation Scheme have the option of salary sacrificing.

Family Friendly Work Practices

UNSW has a comprehensive range of family-friendly work practices in place to assist staff maintain a work-life balance. These practices are designed to find the best possible match between the interests of the University and those of individual employees and can include flex-time, permanent part-time work, tele-commuting (working from home), job sharing, provision of child care, recognition of carer's responsibilities and generous, flexible leave, such as parental leave and carer's leave.

Onsite Car Parking

In addition, onsite parking is available for staff for a nominal fee.

University-Based Child Care Centres

There is a range of child care related assistance offered by the University. Child care waiting lists can be long, so it is advisable to inquire about places well in advance. The centres which provide places for children of staff are Tigger's Place, the House at Pooh Corner and Kanga's House.

<i>Tigger's Place</i>	Priority is given to staff of UNSW. Hours: 8.15am – 6:00pm Places for 40 children (15 babies and toddlers, 25 children aged 2.5 – 6 years)
<i>The House at Pooh Corner</i>	Priority given to UNSW students, then staff, then the community Hours: 8:00am – 6:00pm, 48 weeks per year Places for 72 children, ages 6 weeks to 5 years
<i>Kanga's House</i>	Priority given to staff of UNSW and local community. Hours: 8:00am – 6:00pm Places for 88 children aged 3 months to 5 years.

A ***child care salary packaging scheme*** is available to staff using the University's work based child care centres. This scheme allows staff to allocate a portion of their pre-tax salary for child care.

Other Services

E-mail and Internet Access is available for all staff. Employees are able to utilise the internet provider and email services of the University not only as part of their day-to-day work requirements but also for home use. The rates for home use are very competitive with commercial providers.

The University Library and its services are available to staff. Upon receiving your employee number and completing an application form you will have full borrowing rights.

The University Gymnasium is located on the lower campus and is open seven days a week offering a wide choice of recreational and fitness activities for both groups and individuals. Activities available include the use of the University swimming pool, aqua fitness and cardio/weights programs, the hire of volleyball, basketball, indoor soccer, badminton, table tennis, tennis and squash courts.

In addition, the **UNSW Sports Association** offers a wide range of courses and activities. A sample of the courses offered include archery, ballroom dancing, scuba diving, martial arts, sailing, skydiving and yoga. The Association produces a booklet prior to each session detailing the full list of available options.

The University Health Service provides a full range of GP, dental and physiotherapy services for staff and students and their families. The medical practitioners bulk bill. The Service is located on the ground floor of eastern wing of the Quadrangle Building.

An **Optometry Clinic** offers staff and students general eye examinations, specialist low vision services, colour vision assessment, vision training, sports vision assessments and contact lens fitting. Eye examinations are covered by Medicare. Spectacles and contact lenses are supplied at a reduced cost.

A free and confidential **Staff Counselling Service** is available to University staff through the UNSW Employee Assistance Program (EAP) which is provided by an independent firm engaged by the University.

Chaplains from a variety of religious denominations are available.

The National Institute of Dramatic Art (NIDA) is located on the Kensington Campus. Several student productions (some free) are held during the year in the NIDA theatre or the Parade Theatre, which are both on Anzac Parade. The School of Theatre, Film and Dance holds public performances in the Io Myers Studio. Various student groups also stage productions and reviews during the year.

The Australia Ensemble is resident at the University. Each year it performs six evening concerts in the Sir John Clancy Auditorium and holds free daytime rehearsals before each concert which staff and students may attend. Other musical highlights include performances by The Collegium Musicum Choir, the UNSW Orchestra, Pipers Wind Band and UNSW Opera.

Banks and Credit Unions are located around the University. The Commonwealth Bank, the ANZ Bank and Unicom have separate branches and a number of ATMs are located on campus. A range of other banks and credit unions are located within short walking distance at Randwick.

Transport

All employees have access to the use of several undercover parking stations located on the University. For a small fortnightly salary deduction, employees can enjoy this 24 hour service on a daily or long term basis.

The University is well serviced by public transport buses both to and from the University. Special express bus services are also available for staff and students. The State Transit Authority have a help line open from 6am to 10pm, the number is 131 500. State Transit also has a web site located at www.sydneytransport.net.au.