POSITION DESCRIPTION

Position: Communications Officer (Part Time EFT 0.6)
Department: Communications
Reporting to: Manager, Visual Communication
Directly Supervising: Nil
Salary Range: Band 3 - $54,395 to $61,888 plus 10% Superannuation and Leave Loading 17.5%
Contact: Kim Hubery, Human Resources Advisor
Telephone 9348 7136
Date: June 2011

POSITION SUMMARY

The Communications Officer plays a key role in developing and delivering the College’s internal and external communications, and will be highly web-savvy with a skill set that includes graphic design for print, web and multi-media production. The position assists in designing and delivering print and electronic publications for prospective students, alumni, benefactors, and friends of the College.

Requiring lateral thinking and initiative, the Communications Officer is responsible for ensuring the College is well presented through its website/s, social media sites, videos, podcasts, and other electronic publications. This position also maintains general areas of website content.

SELECTION CRITERIA

Essential:
1. An appropriate qualification and/or equivalent experience in Graphic Design and Communications.
2. Advanced computer skills, including experience in Adobe CS4 and Microsoft Office. Applicants should also have the ability to learn new systems easily.
3. A sound understanding of production processes for print and electronic publications, including Social Media.
4. High level written and verbal communications skills, specifically the ability to write for different or multiple audiences and an understanding of web writing principles.
5. Hands-on experience in online communications, including writing/editing and designing for
6. Aptitude for and experience in digital photography, audio and video recording, editing and publishing.
7. A self-starter with good initiative, strong planning and organisational skills, and commitment to delivering work of a high quality within time and budget expectations in a busy work environment.
8. Excellent interpersonal skills with a proven ability to interact with a variety of stakeholders.
9. Demonstrable high level of attention to detail and good ‘feel’ for design aesthetics.
10. An interest in, and desire to contribute to, the educational vision, values and strategies of the College.

**Desirable**
1. Demonstrated work experience in a similar role, preferably with specific experience in electronic communications, websites and multimedia applications, including the use of website Content Management Systems.
2. Prior experience in production of marketing materials for a range of audiences.
3. Copywriting and proofreading skills.

**Further Information:**
- The successful applicant must secure, or be in the process of securing, a Working with Children approval.
- Applicants must be Australian Citizens, Permanent Residents or hold a valid work permit or visa. If called for interview evidence of status will be required.
- Applicants will be required to bring originals or certified copies of academic and other qualifications if called for interview.

**Desired Personal Attributes:**
- Initiative
- Intelligence
- Reliability
- Empathy
- Flexibility
- Confidentiality
- Cooperation
- Tact and diplomacy
- Strong interpersonal communication and telephone skills
- Forward planning skills
- The willingness and capacity to work as part of a team, as well as independently when required
- The ability to prioritise competing projects, work under pressure and meet deadlines

**KEY RESPONSIBILITIES**

**Graphic Design and Visual Media Assistance**
- Under the direction of the Manager, Visual Communications, produce artwork for regular design requests, such as invitations, advertisements and templates, using InDesign and the Trinity Style Guide.
• Regularly monitor website content to ensure web pages are maintained in a timely fashion and in accordance with the website styleguide.
• Where instructed, take digital photos of College events, upload and, when necessary, manipulate images in PhotoShop, and manage their storage and retrieval.
• Manage and maintain online photo galleries and image bank to facilitate sharing of photos across the College.
• Gather content, manipulate photos, and source information for all major print and promotional publications.
• Generate promotional and marketing material, including website content and print media for domestic and international markets
• Proof-read all print and electronic communications and ensure compliance with the Editorial Styleguide.

Administration
- General administrative duties to help ensure the Communications Office runs smoothly
- Liaise with printers, mailhouses and other external suppliers.
- Respond appropriately and helpfully to day-to-day enquiries and requests from all parts of the College

OCCUPATIONAL HEALTH AND SAFETY (OHS)

All staff are responsible for safe work procedures and instructions.

Employees must:
- Cooperate with the College in relation to activities and training taken by the College to comply with OHS legislation as well as, Trinity College OHS Policy and Procedures.
- Comply with the OHS guidelines in the Staff Terms and Conditions.
- Adopt work practices that support OHS.
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace.
- Seek guidance for all new or modified work procedures for work safe practices.
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor.
- Participate in meetings, training and other environment, health and safety activities.
- Not wilfully place at risk the health or safety of any person in the work place.
- Not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare.

Supervisors are responsible for:
- Developing and recommending new safe work procedures and practice, as required, in conjunction with relevant persons and in compliance with legislative requirement and Trinity College OHS Policy.
- Providing all staff with relevant OHS information in an appropriate, timely manner.
- Providing personal protective equipment and clothing if hazards or risk cannot be fully eliminated.
- Providing adequate supervision through technical guidance and support.
- Identifying and controlling hazardous conditions and where possible reduce risks or eliminate.
- Providing appropriate facilities for safe storage, handling and transport of hazardous substances.
• Ensuring that all accidents and incidents are reported.

**Managers and Directors/Deans** are responsible for:

• Implementing and maintaining procedures in compliance with legislation and Trinity College OHS Policy by regular monitoring of staff compliance through performance review.
• Conducting regular inspections to identify risk/aspects, implementing corrective action and arranging monitoring where required.
• Ensuring that all staff, including contractors under local control, are appropriately inducted.
• Providing relevant OHS information and ensuring appropriate training.
• Ensuring all risk issues that have been identified are monitored and recorded.
• Ensuring consultative structures and staff participation by conducting regular section meetings to discuss OHS issues.

**EXPERTISE, JUDGEMENT AND ACCOUNTABILITY**

There is a level of independence in performing the role and functions. The position requires a capability to apply technical skills and knowledge in the areas of promotion, graphic design and website management.

The Communications Officer must be able to be self sufficient and self reliant to make judgements and provide solutions for the information to be accessed in the manner for which it was intended.

The Communications Officer reports directly to the Manager, Visual Communications, and works closely with the Marketing team, members of the IT Team, the Advancement Office and the wider Trinity College staff. No staff report directly to this position.

**TRINITY COLLEGE**

Founded in 1872 as the first college of the University of Melbourne, Trinity College is a unique tertiary institution that provides a diverse range of rigorous academic programs for more than 1,000 talented students from across Australia and around the world. These programs include:

• The residential College for undergraduate and postgraduate students of the University of Melbourne, both resident and non-resident.
• Trinity College Foundation Studies (TCFS), a one-year course which prepares able overseas students for undergraduate entry to the University of Melbourne and other leading Australian universities.
• Trinity College Theological School (TCTS), which offers degree and other courses for training and forming Anglican clergy and others, on campus, online, and in parishes.
• Young Leaders Summer Schools for Australian and overseas secondary school students.
• Various short courses.

Trinity promotes academic excellence across a balanced, all-round education that includes both ‘breadth’ and ‘depth’ of content, together with the development of ethical values, personal integrity, leadership and social responsibility. A Trinity education is further characterised by a high level of international engagement and a strong commitment to equity and diversity.
These educational programs are supported by the College Library, Art Collection and Archives, Information Technology, the College Chapel and Chaplaincy, Music – including a world-class Choir – Communications, Human Resources, and Finance and Administration – including finance, accounts, property and operations, and conferences and hospitality. The Advancement Office and Trinity College Foundation undertake friend-raising and fund-raising activities that benefit the College as a whole.

An Anglican institution, Trinity welcomes people of all faiths and none. The College celebrates, and is enriched by, the diversity of backgrounds of its staff and students.

*Trinity College: Excellence, Community, Diversity*