

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Communication
Position Grade	E2 - Executive
Category	Executive
Campus/Unit	Sarawak Campus – Business Development and Liaison (BDL)
Term of Appointment	Fixed-term appointment
Effective Date	January 2025

Position Purpose

This position plays a significant role in contributing to the achievement of the University's goals by ensuring that corporate communication strategies are aligned with the overall Swinburne strategy. The position will also manage the delivery of University events with broad-reaching external impact.

The position is responsible to:

- provide internal communication support to the Pro Vice-Chancellor and Chief Executive Officer (Sarawak) - PVC&CEO (Sarawak);
- provide effective corporate communication support as needed while working closely with senior leaders of the University; and
- coordinate a portfolio of events and activities that promote the broader goals of the University.

The position will play a key role in the ongoing development and enhancement of Swinburne's corporate communication functions through contributing a thorough understanding of communication best practices and principles.

Participation on Committees

The position will be required to participate in relevant committees as needed for the efficient performance of duties as directed by the Assistant Manager, Engagement and Communication; or Director, BDL; or the PVC&CEO (Sarawak); or any other person as assigned by an authorised personnel.

Supervision Reporting Relationships

This position's supervisor/manager	Assistant Manager, Engagement and Communication; or any other person as assigned by an authorised personnel
Other positions reporting to this position	Officer(s) where assigned

Location

This position is located at the Swinburne University of Technology Sarawak Campus.

SECTION B: Key Responsibility Areas

The key responsibility areas (KRAs) are the major outputs for which the position is responsible and are not a comprehensive statement of the position activities.

KEY RESPONSIBILITY AREAS		
1.	OVERALL OBJECTIVE	Develop and implement effective corporate communication strategies to support achievement of the business objectives of Swinburne Sarawak.
2.	CORPORATE COMMUNICATIONS	<ul style="list-style-type: none"> • Develop and lead corporate communication planning in alignment with the overall communication strategy of the University. • Develop and oversee implementation of communication campaigns across multiple channels including print and digital in support of the University's initiatives and activities. • Develop and implement policies and procedures to ensure the continual improvement of the corporate communication strategies, materials and services. • Create content (e.g. press releases) for print and digital channels. • Participate in the ongoing development of corporate communication function at Swinburne Sarawak, contributing to university-wide communication initiatives where needed, in coordination with the BDL team.
3.	COMMUNICATION TOOLS AND CHANNELS	<ul style="list-style-type: none"> • Contribute to the creation, implementation and promotion of tools, systems, policies and channels to enable effective corporate communication. • Develop communication tools and collateral particularly for University's B-B and B-G activities. • Manage record-keeping and conduct data analysis and assist in preparation of all required reporting.
4.	EVENT MANAGEMENT	<ul style="list-style-type: none"> • Assist in planning, coordinating and executing University events, while ensuring the events are compliant with brand guidelines, internal policies and agreed standards. • Act as event liaison between the University and vendors, working with internal colleagues and external vendors, where appropriate, to ensure the smooth running and delivery of a range of the University events and activities that promote the broader goals of the University. • Manage budgets and deadlines for events.
5.	STAKEHOLDER MANAGEMENT	<p>Internal:</p> <ul style="list-style-type: none"> • Contribute to the broader communication initiative and ensure a collaborative approach with the relevant departments within Swinburne Sarawak. • Provide general business support for the BDL team. • Liaise with marketing communication staff regarding the use of the Swinburne brand. <p>External:</p> <ul style="list-style-type: none"> • Maintain effective contact with relevant external stakeholders including media and suppliers.
6.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in ensuring compliance of all OHS legal and procedural requirements by various stakeholders, including through the following:</p> <ul style="list-style-type: none"> • Execute OHS requirements in respective work areas; • Maintain cleanliness, good housekeeping and overall safe work environment; and • Undertake immediate correction and improvement action on any non-compliance practices, and report all OHS related injuries, ill health or incidents to the OHS section.
7.	SWINBURNE VALUES AND CULTURE	<ul style="list-style-type: none"> • Commit to the Swinburne Values. • Conduct work professionally while demonstrating the Swinburne Values at all times.

8.	OTHER DUTIES	Any other duties as required by the Assistant Manager, Engagement and Communication; or Director, BDL; or PVC & CEO (Sarawak); or any other person as assigned by an authorised personnel.
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SECTION C: Key Selection Criteria

Application letters and / or resumes must address the Qualifications and Knowledge / Experience / Attributes sections under the key selection criteria.

Qualifications: Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		Essential / Highly Desirable / Preferable
1.	A Bachelor's degree in Communication or other related discipline from a recognised institution with at least three (3) years relevant working experience. Master's degree holder in a relevant discipline can be considered.	Essential

Experience / Knowledge / Attributes: Required by the appointee to successfully perform the positions key responsibilities.		Essential / Highly Desirable / Preferable
1.	Relevant work experience in producing communication content in English, for both print and digital platforms, meeting relevant professional or editorial standards.	Essential
2.	Relevant work experience in a professional service role, with a relatively independent portfolio of duties.	Essential
3.	Demonstrate good interpersonal skills and proven through the ability to communicate and negotiate with multiple stakeholders and handle sensitive situations.	Essential
4.	Demonstrate information management skills and proven through competent use of relevant software applications.	Essential
5.	Demonstrate initiative and problem-solving skills and proven through the ability to develop and implement innovative solutions to work-related problems.	Essential
6.	Knowledge of communicative contexts relevant to higher education industry.	Highly Desirable
7.	Knowledge of graphic design and editing tools (e.g., Adobe Photoshop).	Preferable