



Position Description – Senior Communications Business Partner, Operations

Position Details

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| Position Title: | Senior Communications Business Partner, Operations |
| College/Portfolio: | International and Engagement |
| School/Group: | University Communications |
| Campus Location: | Based at the City campus, however may be required to work and/or be based at other campuses of the University. |
| Classification: | HEW 9 |
| Employment Type: | Continuing |
| Time Fraction: | 1.0 |

RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

Why work at RMIT University

Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

College/Portfolio/Group

The International and Engagement portfolio is responsible for RMIT's international strategy and agenda, including international development and partnerships and oversight of our international operations including RMIT Vietnam and RMIT Europe. It also incorporates the University's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

Position Summary

The Senior Communications Business Partner is an integral role that is accountable for providing strategic communications to drive the strategic priorities of the University and to protect and enhance the reputation of the Operations portfolio.

The Operations Portfolio is the engine room of RMIT, providing professional services across human resources, service excellence, property, information technology, finance and assurance, legal and governance and data and analytics.

As a key strategic advisor, this role works alongside the Associate Director Communications – Operations to partner with and provide guidance and counsel to the Operations Leadership Team (in particular, the Chief People Officer) and their teams to shape and develop an integrated strategic communications plan that supports the strategic direction, goals and objectives of the area. This role is predominately focused on internal communications however there will be some initiatives that require both internal and external communications.

The remit for the role is broad and rewarding. You will take responsibility for leading our People initiatives, like diversity and inclusion, health and safety and organisation capability and culture as well as taking on strategic communications for priority work across the Operations portfolio, to maximise and showcase RMIT's impact, manage risks and issues and support staff engagement through the development and implementation of a comprehensive content strategy focused on creating an aligned narrative that shares the portfolio's story to internal audiences across RMIT globally, and externally.

As a Senior Communications Business Partner, you will work with autonomy to meet the needs of your stakeholder groups and be responsible for leading multi-discipline campaigns, streams of work and projects as well as develop and maintain outstanding cross-functional relationships across the University and the wider Communications team to increase collaboration and more deeply embed effective communications. This may include working with multiple delivery partners to achieve a shared outcome.

The role will ensure that all Portfolio communications are represented in University-wide communication planning and frameworks and will collaborate with a team of specialists from across the University Communications team to execute on internal and external communication campaigns.

This role will work closely with the Associate Director, Communications – Operations, acting in a 2IC capacity.

Reporting Line

Reports to: Associate Director Communications, Operations

Direct reports: 0

Organisational Accountabilities

RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

Key Accountabilities

- Develop, lead and implement a best-practice approach to communications, including leading the development, delivery and curation of high-quality communications strategies to drive employee engagement and brand reputation.
- Partner with to the Operations Leadership Team and their teams on all strategic communications – as the ‘front door’ to the University Communications function, and bring in key team experts as required.
- Provide expert communications advice and support aligned to the strategic agenda of the portfolio and be an active coach to the executive and senior leadership teams.
- Develop integrated communication plans that includes a strong and aligned narrative and supports the portfolio’s strategic priorities.
- Monitor, assess, and respond to potential or emerging issues, and provide strategic counsel to the Operations leadership team during crises or sensitive situations. Includes advising on communication approaches, potential impacts, and stakeholder engagement in consultation with the AD or ED Communications.
- Develop and maintain productive, professional cross-functional relationships with subject matter experts, leaders, academics and professionals, as well as RMIT service areas to directly service the Portfolio and meet agreed outcomes.
- Work collaboratively with specialists from across the University Communications team (Student Experience – student related issues/communications, External Affairs & Media – media relations, social, research, rankings activity, Channels & Campaigns – content strategy, planning & channel execution, Global & Strategy – global amplification and execution and Operations (professional services for the University).
- Role model the RMIT values, drive engagement with AD Communications and be an active member of the Operations Communications teams.
- Develop, lead and manage the planning, delivery and measurement of impactful content through the most relevant and effective channels. Continually review channels for effectiveness.
- Ensure all communications are of high quality and represented in University-wide communication planning and frameworks.
- Work closely with AD Communications to provide leadership of strategy development and execution. As well as providing mentoring and coaching to other team members within Colleges/Portfolio team.
- Work collaboratively with specialists from across the University Communications team (Student Experience – student related issues/communications, External Affairs & Media – media relations, social, research, rankings activity, Channels & Campaigns – content strategy, planning & channel execution, Global & Strategy – global amplification and execution and Operations – all professional service related initiatives, and Leadership – Vice-Chancellor initiatives) to execute on internal and external communication campaigns to protect and enhance the reputation of the University.

- Role model RMIT values and the attributes of a senior leader, drive engagement with AD Communications and be an active member of the College/Portfolio Communications teams.
- Develop, lead and manage the planning, delivery and measurement of impactful content through the most relevant and effective channels. Continually review channels for effectiveness.
- Ensure all communications are of high quality and represented in university-wide communication planning and frameworks.
- Work closely with AD Communications to provide leadership of strategy development and execution. As well as providing mentoring and coaching to other team members within Colleges/Portfolio team.
- Staff management and direction of work as required.

Key Selection Criteria

- Demonstrated experience in internal communications or corporate communications, business partnering, managing stakeholders and priorities, with the ability to deliver impactful communications in a timely and responsive way.
- Experience working in an issues rich environment and can lead, manage and execute multiple projects.
- Responsibility for leading a team and delivery of key streams of work in a high performing team.
- Strong professional writing and editing skills, including writing for multiple audiences in various formats both print and digital environments.
- Sound knowledge of industry-leading communications best practice. Effectively selects the most beneficial channel mix depending on audience and desired outcomes.
- Collects, analyses, and interprets qualitative and quantitative data and information to develop a thorough understanding of stakeholder motivations and preferences and opinions.
- High level of interpersonal and consultation skills with an ability to build strong relationships, effectively influence, encourage and communicate.
- Demonstrated ability to develop communications strategies and content that is aligned to both stakeholder objectives and organisational strategy.
- Excellent communication and problem-solving skills and flexible working style.

Qualifications

A postgraduate degree in Communications with subsequent extensive relevant experience; or an equivalent combination of relevant experience and/or education/training.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working With Children Check is a condition of employment at RMIT.

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| Endorsed: | Signature: Name: Title: Date: | Approved: | Signature: Name: Title: Date: |
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