

Position Description – Senior Coordinator, Library Communications and Engagement

Position Details

Position Title:	Senior Coordinator, Library Communications and Engagement
Position Number:	TBC
Portfolio:	Education
School/Group:	University Library
Campus Location:	Based at the Melbourne City campus, but may be required to work and/or be based at other campuses of the University.
Classification:	HEW 8
Employment Type:	Fixed term 12 months, backfill position. Salary Schedule: http://www.rmit.edu.au/browse;ID=ewhltt73t01
Time Fraction:	1.0

RMIT University

RMIT is a multi-sector university of technology, design and enterprise with more than 96,000 students and close to 10,000 staff globally. 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.

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

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

Our three main Melbourne campuses are located in the heart of the City, Brunswick and Bundoora. Other locations include Point Cook, Hamilton and Bendigo, 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 innovative 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

Education Portfolio

The Education Portfolio is headed by the Deputy Vice-Chancellor Education and Vice President who leads the planning and implementation of the University's strategies related to RMIT's academic programs and the RMIT learner experience. The Portfolio is responsible for services to support the quality of RMIT programs, including the professional development of academic staff, continuous improvement of the learner experience, learning and teaching outcomes and the management of learning and research information sources.

The Education Portfolio plays a key role in empowering learners to access education, participate actively in the life of the University and achieve successful and fulfilling lives beyond graduation. The provision of a stimulating and satisfying experience for learners is a priority for the University.

RMIT University Library

RMIT University Library is a creative partner in the achievement of RMIT University's teaching, learning and research goals. It engages with other groups within the University to design initiatives that have a positive impact on the student experience including the provision of direct support, advice and guidance for students' academic skill development. It provides resources, services and facilities to support the information needs of RMIT's large and globally distributed student and staff population and supplies expertise for the management of the University's archives and business information. In 2022 The Library recorded 15 million engagements with its communities across its products and services

In order to support the goals and operations of the University the Library is arranged into 5 main functional areas: Learning; Teaching and Research; Collections; Quality and Engagement; and Information Management and Archives. The Library increasingly delivers collections and services online to maximize access by the RMIT user population. In 2020 RMIT University had an enrolled population of nearly 96,000 students of which there were over 14,000 VE students, nearly 17,000 postgraduates and over 17,000 studying from offshore. The Library's programs apply equally to this large and widely distributed range of students.

At RMIT Melbourne, the University Library operates from 4 different locations: the Swanston Library; the Bundoora Library; the Carlton Library and Brunswick Library and manages a Makerspace on the city campus. At RMIT Vietnam, the Library supports over 9,000 students from 2 locations: Ho Chi Minh City and Hanoi. All of the libraries are networked for wireless. They provide flexible spaces for individual and group study, computer equipped group study rooms and seminar rooms for academic and library research skills training.

www.rmit.edu.au/library

Position Summary

The Senior Coordinator, Library Communications and Engagement is responsible for planning and delivering high quality, customer-focused promotions and engagement activities to Library customers and stakeholders. It manages all production work undertaken by the Communications and Engagement team.

The role is the engagement expert for the Library. It is responsible for writing and disseminating communications to a wide audience and through a range of channels. It supports the high-level communications from the Director of Library Services and the Library Executive team and is responsible for ensuring Library communications and collateral comply with the RMIT writing, brand and social media guidelines.

The role leads a team of Library Officers who support the development of materials to ensure Library products and services are appropriately communicated. The role supports enablement as directed by members of the Senior Leadership Team.

The role may be required to work across the Library on projects and programs of work.

Reporting Line

Reports to: Associate Director, Quality and Engagement

Direct reports: 2 x Library Officers, Communications and Engagement

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.

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 and deliver an annual Communication and Engagement Plan and schedule for the Library
- Plan, coordinate, deliver and quality assure all staff-facing communications and campaigns to promote the Library to the RMIT community, and work collaboratively with the Student Communications team to plan and deliver all student-facing Library communications and campaigns
- Lead and manage the Library Communications and Engagement team to develop a customer-focused mindset and innovative, agile ways of working that respond to rapidly changing customer needs
- Manage the Library communication channels including the Library News, and integration into central RMIT communication channels in a timely manner.
- Lead the monthly communications committee in the Library and proactively seek accurate service information from service owners.
- Analyse and report on customer feedback, usage and the impact of all communications
- Provide high level expertise to the Library in writing and editing for key audiences across a range of contexts, and ensure that Library communications comply with RMIT writing, brand and social media guidelines
- Source and procure promotional merchandise, collateral and outsourced production work, within budgetary constraints
- Develop and maintain stakeholder relationships including internally to gather content suggestions from subject experts and externally to the University Communications group.

Key Selection Criteria

- Extensive experience in marketing and/or communications with a focus on advancing the interests of a service organisation, preferably in an academic environment
- Demonstrated understanding of the role of communications, promotions and engagement in a contemporary academic library
- Extensive experience in planning and delivering communications on brand, on time, and to a high quality
- Demonstrated high level content creation skills for a wide range of audiences, formats and channels
- High level communication and interpersonal skills that will enable effective communication and collaboration, effective staff supervision, and the maintenance of effective working relationships with students, staff and stakeholders
- Excellent project management skills including planning, setting objectives and timelines, delegating, and managing workflows and resources
- Ability to work collaboratively across the RMIT Communications community and to negotiate outcomes between stakeholders
- Experience with a range of communication technologies and online applications.

Qualifications

Essential: A degree in communications or information management or related discipline with an interest in both, and at least 2 years subsequent relevant experience; or an equivalent combination of at least 4 years relevant education and experience.

Other Relevant Information

Appointment to this position is subject to passing a **Working with Children** check.

Endorsed:	Signature: Jack Dunstan Name: Jack Dunstan Title: Associate Director, Quality & Engagement Date: November 2024	Approved:	Signature: David Howard Name: David Howard Title: Executive Director, Library Services Date: December 2024
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