

POSITION DESCRIPTION:

SECTION A: Position Context

Position Title	Personal Assistant
Position Grade	E1
Category	Officer
Campus/School/Unit	Sarawak Campus - Business Development and Communications
Division	Business Development and Communications
Term of Appointment	Permanent
Effective Date	November 2011

Position Purpose:

This position is an Executive position within the University. The person will report to the Director, Business Development and Communications for the provision of a broad range of administrative tasks, including the provision of information and assistance to Director, Business Development and Communications, staff and external agencies in relation to the administration function, filing and other general administrative tasks.

The position requires a high level of administrative, clerical, and secretarial skills including word processing packages, screening/dealing with a variety of telephone enquiries, diary management and good customer service skills. It also includes preparation of standard, file management, as well as the demonstrated capacity to work effectively in a team environment and to interact effectively with senior Institute staff and community members, providing at all times quality customer service.

University Information:

Swinburne University of Technology is a large multi-sectoral and multi-campus institution with a stated mission to be a pre-eminent entrepreneurial university in the Asia-Pacific, thriving on new ideas and knowledge and exploiting its intersectoral heritage to create value for its stakeholders.

Swinburne has campuses in metropolitan Melbourne at Hawthorn, Prahran, Lilydale, Wantirna, Croydon and Healesville and an overseas branch campus university in Kuching, the capital city of the State of Sarawak in Malaysia. It also offers an increasing number of subjects and courses via the Internet. Its programs cover the education and training needs of over 40,000 students ranging from apprentices through to doctoral students.

Swinburne is proud of its close links with industry, business and the community generally. It has gained a prominent and respected name in education in Australia and overseas through:

- government funded programs and research;
- industry and business funded research;
- consultancy and training;
- fee-for-service teaching;
- an international focus for its curricula, student recruitment and operations.

The Branch Campus in Sarawak is a licensed branch campus university in Malaysia which offers selected undergraduate, postgraduate and research degree courses identical to those offered at other Swinburne campuses in Australia. It also offers pre-university foundation programs and a limited number of diploma programs. The branch campus was established in 2000 as Swinburne Sarawak Institute of Technology, and on gaining university status in Malaysia, it changed its name to Swinburne University of Technology (Sarawak Campus) in June 2004.

The Branch campus occupies a 16.5 acre site in central Kuching, the state capital of Sarawak. In 2010 the Sarawak Campus has approximately 4,000 students from Malaysia and other countries and plans to expand rapidly as its staff and facilities are developed in the next few years to allow a wider diversity of courses to be offered.

The branch campus university in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its Foundations – Yayasan Sarawak and the Sarawak Higher Education Foundation. The academic operations of the campus are integrated with and overseen by the University in Australia.

Unit/School/Division

Business Development & Communications

The Business Development and Communications is responsible for promotion of the University and its activities to the public, potential students, industry and government. It is the primary unit in the University responsible for student recruitment and also has responsibilities for on-going student support in collaboration with the Student Operations. It has particular responsibilities for on-going support of international students.

The Business Development & Communications is responsible for the development and implementation of marketing and promotional strategies and plans, designed to achieve agreed corporate objectives. This includes ensuring that all target markets (national and international; potential, existing and previous students; employers; industry and business; governments and stakeholders; schools and key influencers and staff) are aware of Swinburne's features and strengths and are encouraged to take advantage of what Swinburne offers.

The Unit plays a vital role in ensuring the growth objectives of the University in term of new student numbers are met. The Unit also manages and implements the corporate communications activities of the University as a whole, in order to build market awareness and maintain a positive, credible and exciting market image.

URL to web pages:

<http://www.swinburne.edu.my>

Participation on Committees:

The person will be required to participate on relevant committees as is needed for the efficient performance of duties and as directed by the Director, Business Development and Communications.

Supervision Reporting Relationships:

<u>This</u> positions' supervisor/manager	Director, Business Development and Communications
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Location:

This position is located at the Sarawak Campus in Kuching.

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.	EXECUTIVE SUPPORT	<ol style="list-style-type: none"> 1. Provide executive support for the Director including the maintenance of schedules and the screening of telephone calls. 2. Utilize a range of computer packages including word processing, spreadsheet, database and presentation packages in the preparation of materials required by the Director in the execution of his/her duties. 3. Deal with inquiries and respond to correspondence as required.
2.	ADMINISTRATION & SECRETARIAL FUNCTIONS	<ol style="list-style-type: none"> 1. Maintain an efficient and effective office environment. 2. Assist in the preparation of reports required by the Director and in the drafting of correspondence including internal memoranda, email communications and correspondence with Swinburne University of Technology. 3. Establish and maintain the filing system for the Director. 4. Organize meetings, functions and seminars involving the Director. 5. Taking minutes as and when required by the Director. 6. Systematic archiving of important information (names, numbers, costs, projections, plans, etc) for easy retrieval.
3.	LIAISON AND INTERACTION	<ol style="list-style-type: none"> 1. Liaise with a range of external agencies including the Ministry of Higher Education, National Accreditation Board, State Education Department and private industries. 2. Liaise with Swinburne University of Technology, Melbourne and staff and students of the University.
4.	ARCHIVING & RETRIEVAL	<ol style="list-style-type: none"> 1. Implementing the SUTS system for filing, archiving and retrieval. 2. Systematic archiving of important information (names, numbers, costs, projections, plans, etc) for easy retrieval.
5.	REPORTING	Runs reports, provides regular and timely reports, updates and analysis to the Director as and when required.
6.	OTHER DUTIES	Other duties as required and directed by the Director.

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 degree or professional qualification from a Malaysian or overseas university in an area relevant to the duties.	Essential

Experience / Knowledge / Attributes: Required by the person to successfully perform the positions key responsibilities.		Essential/ Highly Desirable / Preferable
1.	At least 2 years of relevant working experience in secretarial and administration position.	Essential
2.	A level of maturity consistent with the requirements of the position for independent work, initiative and sound business acumen.	Essential
3.	Self-starter, resourceful, proactive, thorough and detail-oriented in obtaining information.	Essential
4.	Ability to set priorities, plan work and meet deadlines in a dynamic environment.	Essential
5.	Demonstrated ability to multi-task.	Essential
6.	Demonstrated ability to operate software applications including accounting packages, MS Word, Excel, Outlook etc.	Essential
7.	Excellent communication and interpersonal skills; and demonstrated ability to work effectively in a consultative and team environment.	Essential
8.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the provision of private tertiary education in Malaysia.	Preferable

Swinburne Attributes:

Our attributes inform the selection process; however, a written response to the attributes is not required. The attributes are:

Building Organisational Capability	Demonstrates Personal Integrity	Manages Change Effectively
Builds Relationships	Drives Service Excellence	Provides Educational Leadership
Creates a Learning Environment	Exhibits Entrepreneurial Skills	Sets Direction

For information refer to the following weblink: [Swinburne Attributes](http://www.swin.edu.au/corporate/hr/attributes/)
(<http://www.swin.edu.au/corporate/hr/attributes/>).

Further Information:

Further information is available from Andrea Sim, Manager, Human Resources at telephone 082-416353 ext. 8756, fax 082-260821, email asim@swinburne.edu.my

Applications:

Applications should include with their application a detailed CV summarising qualifications, experience and other matters considered relevant to the application.

The University has a policy requiring successful applicants to produce evidence of all formal qualifications at the time of commencing employment.

I accept the Position Description as stated above and that the Position Description may need amending and updating periodically due to changes in responsibilities and organisational requirements. Changes to position descriptions will be in accordance with the position grade and category, and consistent with the purpose for which the position was established.

Name:

Date:

Signature: