

POSITION DESCRIPTION:



SECTION A: Position Context

Position Title	Executive, Communications
Position Grade	E2 – Executive
Category	Executive
Campus/Unit	Sarawak Campus – Communications and Relations
Term of Appointment	Fixed-term Appointment
Effective Date	May 2026

Position Purpose

This position aims to ensure a positive image of Swinburne both internally and externally and plays a significant role in contributing to the achievement of the University's goals by ensuring that communications strategies are aligned with the overall Swinburne strategy. The position will also manage the delivery of University events with broad-reaching external impact.

The appointee is responsible for:

- providing a 'whole of university' approach in developing the communications and content strategy;
- exploring new and innovative ways of building affinity for the Swinburne brand through content; and
- providing effective communication support as needed while working closely with senior leaders of the University.

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

Participation on Committees

The appointee will be required to participate in relevant committees as needed for the efficient performance of duties as directed by the Assistant Manager, Communications; or Manager, Communications; or Director, Communications and Relations; and/or the Pro Vice-Chancellor and Chief Executive Officer (Sarawak) – PVC&CEO (Sarawak); or any other person as assigned by an authorised personnel.

Supervision Reporting Relationships

This position's supervisor/manager	Assistant Manager, Communications; 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.	BRAND AND COMMUNICATIONS	<ul style="list-style-type: none"> Assist to build the Swinburne Sarawak brand in across various market segments. Provide input into the strategic planning process as it relates to branding and brand architecture, sub-brands, and communications to the University's stakeholders.
2.	CORPORATE COMMUNICATIONS	<ul style="list-style-type: none"> Assist to develop and implement corporate communications planning in alignment with the overall communications 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 communications strategies, materials and services. Create content (e.g. press releases) for print and digital channels. Participate in the ongoing development of corporate communications function at Swinburne Sarawak, contributing to University-wide communications initiatives where needed.
3.	MARKETING COMMUNICATIONS	<ul style="list-style-type: none"> Develop and implement internal and external communications strategies and campaigns for the University with particular focus on prospective students, based on defined and agreed-upon objectives. Coordinate with internal and external stakeholders to develop high impact content in a timely manner. Track communications campaign performance and provide timely performance reports for each campaign. Establish and maintain links with mass media for the promotion of the University.
4.	INTERNAL COMMUNICATIONS	<ul style="list-style-type: none"> Assist in the development and production of university-wide internal communications for staff (internal newsletters, e-magazine, emails and social media). Project management of communications to support employee surveys and other staff-related campaigns. Provide organisational guidance around the development and implementation of communications-related strategies, policies and programs (e.g. email distribution policies, communication templates, etc).
5.	COMMUNICATIONS 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 communication. Develop communications 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.
6.	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 University events and activities that promote the broader goals of the University. Manage budgets and deadlines for events.

7.	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 Communications and Relations team. <p>External:</p> <ul style="list-style-type: none"> • Maintain effective contact with relevant external stakeholders including media and suppliers.
8.	OCCUPATIONAL HEALTH AND SAFETY (OSH)	<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.
9.	SWINBURNE CULTURES AND VALUES	<ul style="list-style-type: none"> • Commit to the Swinburne Values. • Conduct work professionally while demonstrating the Swinburne Values at all times. • Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne Values.
10.	OTHER DUTIES	<p>Any other duties as required by the Assistant Manager, Communications; or Manager, Communications; or Director, Communications and Relations; or PVC&CEO (Sarawak); or any other person as assigned by an authorised personnel.</p>

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.	Experience in producing communication content in English, for both print and digital platforms, meeting relevant professional / editorial standards.	Essential
2.	Experience of working 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.	Excellent written and spoken Mandarin.	Highly Desirable
8.	Knowledge of graphic design and editing tools (e.g., Adobe Photoshop).	Preferable

Further Information:

Further information is available from Human Resources at fax +60 82 260821, email careers@swinburne.edu.my.

Applications:

Applications should include 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: