

POSITION DESCRIPTION



SECTION A: Position Context

Position Title	Executive, Engagement and Communication
Position Grade	E2 - Executive
Category	Executive
Campus/Unit	Sarawak Campus – Business Development and Liaison (BDL)
Term of Appointment	Fixed-term Contract
Effective Date	May 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 support the enhancement of external engagement with alumni and business and industry stakeholders.

The position is responsible for:

- Providing internal communication support to the Pro Vice-Chancellor and Chief Executive Officer (Sarawak) - PVC&CEO (Sarawak);
- Providing effective corporate communication support as needed while working closely with senior leaders of the University; and
- Assisting in engagement activities with the alumni, business and industry stakeholders.

The position will play a key role in the ongoing development and enhancement of Swinburne's corporate and internal 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 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	Director, BDL, 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.	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 communication related strategies, policies and programs (e.g. email distribution policies, communication templates, etc).
4.	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.
5.	ENGAGEMENT AND DEVELOPMENT	<ul style="list-style-type: none"> Assist in planning and implementing engagement activities with key employers in Sarawak and the region. Coordinate with Swinburne Sarawak faculties and units in engaging with potential or industry partners. Assist in managing the processes for industry engagement to enhance partner engagement and expand the number and quality of host companies for student internships or consultative projects. Assist in the delivery of new and existing alumni projects as part of the Alumni Engagement strategy including coordinating a range of specific programs and experience-based engagement to develop closer ties with alumni.
6.	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.

7.	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.
8.	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.
9.	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.

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 from a recognised institution with at least three (3) years of relevant work experience. Master's degree holder can also be considered.	Essential
2.	A Bachelor's degree in communication or in any area relevant to the duties.	Highly Desirable

Experience / Knowledge / Attributes: Required by the position 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.	Knowledge of graphic design and editing tools (e.g., Adobe Photoshop).	Preferable