

POSITION DESCRIPTION:



SECTION A: Position Context

Position Title	Assistant Manager, Engagement & Communication
Position Grade	E3
Category	Executive
Campus/Unit	Sarawak Campus - Business Development and Liaison
Division	Pro Vice-Chancellor & Chief Executive Officer (Sarawak)
Term of Appointment	Full-time Appointment
Effective Date	June 2022

Position Purpose

The Assistant Manager, Engagement & Communication position is responsible for supporting the University in enhancing its external engagement with alumni and business and industry stakeholders. The appointee will also oversee the development and implementation of university's corporate and internal communication strategies in alignment with Swinburne's objectives.

The appointee will be responsible for engagement activities that lead to:

- Improved engagement with top employers in Sarawak and the region, and thereby enhance Swinburne Sarawak's reputation among industry as the source for highly skilled graduates.
- Increased opportunities and options for student internships / consultative projects via collaborative partnerships with business and industry.
- Increased scholarships / bursary / industry awards available to students through the establishment of funding schemes with the relevant organisations.
- Improved engagement with Swinburne alumni by working collaboratively with the Alumni office in Melbourne.

The position works closely with academic and professional staff at Swinburne Sarawak and liaises with staff at other Swinburne campuses to ensure consistency in corporate style and efficient use of resources.

University Information

As a 21st century university at the cutting edge of technology, innovation and entrepreneurship, Swinburne University of Technology has an ambitious vision to become the prototype of a new and different university. A next generation university. With a century long history of educating and training students with high-quality, career-orientated education and strong links to industry and the community it aims to bring people and technology together to create a better world.

Swinburne has an international reputation for quality research that connects science and technology with business and the community. The University standing in prestigious world academic ranking lists reflects our commitment to high-quality teaching and research and graduate outcomes.

Swinburne's emphasis is on high quality, engaged teaching and research in science, technology, business, design and innovation – teaching and research that makes a difference in the lives of individuals and contributes to national economic and social objectives.

Swinburne works to advance quality research through partnerships with industry, our communities and other universities within Australia and internationally, to achieve outcomes that are directly relevant to industry and society.

Swinburne offers both Higher Education and Vocational Education courses and programs, along with online education through both Swinburne Online and Open Universities Australia. The University has multiple campuses in Melbourne, Australia, and also an international campus in Sarawak, Malaysia.

The 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. The Campus was established in 2000 as Swinburne Sarawak Institute of Technology and on gaining university status in Malaysia changed its name to Swinburne University of Technology Sarawak Campus in June 2004.

The Campus occupies a 16.5-acre site in central Kuching, the state capital of Sarawak. The Sarawak Campus has students from Malaysia and other countries, and plans to expand rapidly as its staff and facilities are developed continuously to allow a greater number and diversity courses to be offered.

The Campus in Sarawak is a joint venture between Swinburne University of Technology in Australia and the State Government of Sarawak through two of its shareholders – Yayasan Sarawak and the Sarawak Higher Education Foundation. The campus is part of a long-term strategy by Swinburne Australia, established in 1908, to globalise its operations and provide its students with international living, working and learning opportunities.

Business Development and Liaison

Business Development and Liaison (BDL) Unit led by the Director, BDL, is responsible for the development and implementation of business development initiatives, designed to achieve agreed corporate objectives.

The key activities include:

- Development activities for expansion of business opportunities and networks;
- Establishment and engagement of collaborative and supportive professional relationships in pursuit of common University objectives; and
- Establishment and engagement with the alumni community.

The BDL Unit plays a critical role in facilitating the growth objectives of the University in terms of new student numbers and other university objectives.

URL to web pages: <http://www.swinburne.edu.my>

Participation on Committees

The appointee will be required to participate in relevant committees as is needed for the efficient performance of duties as directed by the Director, BDL, and/or the PVC & CEO (Sarawak).

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	Executive(s) / 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.	INDUSTRY ENGAGEMENT AND DEVELOPMENT	<ul style="list-style-type: none"> Identify and review opportunities for new partnerships with business and industry. Plan and implement engagement activities with key employers in Sarawak and the region. Coordinate with Swinburne Sarawak faculties and units in engaging with potential / industry partners. Develop and manage processes for industry engagement to enhance partner engagement and expand the number and quality of host companies for student internships / consultative projects. Develop strategies to increased scholarships / bursary / industry awards available to students through the establishment of funding schemes with the relevant companies.
2.	ALUMNI ENGAGEMENT PROGRAM	<ul style="list-style-type: none"> Assist the Director, BDL in the strategic planning and delivery of new and existing alumni projects as part of the Alumni Engagement strategy. Develop and coordinate a range of specific programs and experience-based engagement to develop closer ties with alumni, prioritising those which help meet advancement and university targets, engaging key, prominent alumni where appropriate. Coordinate with the Alumni team in Melbourne in implementing joint projects and initiatives.
3.	COMMUNICATIONS	<ul style="list-style-type: none"> Oversee the development and execution an integrated corporate communications plan for university initiatives through both print and electronic media, including the management and monitoring of web-based communications, social media, and internal communication tools. Develop and lead internal communication planning in alignment with university objectives Maintain effective contact with key internal and external stakeholders including industry partners and Alumni chapters in Malaysia.
4.	DATA MANAGEMENT & RESEARCH	<ul style="list-style-type: none"> Work in collaboration with Swinburne Sarawak's Student Engagement and the Alumni team in Melbourne to maintain a comprehensive and up-to-date Alumni database. Develop and maintain a database of industry collaborations and partnerships.
5.	FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> In consultation with the Director, BDL, propose and manage the annual budget for industry and alumni engagement activities.
6.	REPORTING	<ul style="list-style-type: none"> Provide regular reports, with success rate analysis, to the Director, BDL on the activities undertaken. Prepare reports and provide accurate information as and when needed by the Management.
7.	OCCUPATIONAL HEALTH AND SAFETY (OHS)	<p>Assist management in monitoring, measuring and reviewing performance of all OHSMS programmes including through the following:</p> <ul style="list-style-type: none"> Coordinate the implementation of OHSMS and ensure compliance among all stakeholders particularly SUTS staff, students, contractors and visitors; Direct investigation of incidents and coordinate corrective actions as needed.
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. Assist management in implementing the Swinburne culture and lead the team in embracing the Swinburne values.
9.	OTHER DUTIES	Any other duties as required by the Director, BDL and/or PVC & CEO (Sarawak); or any other person as assigned by the Director or 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. 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 appointee to successfully perform the positions key responsibilities.		Essential / Highly Desirable / Preferable
1.	At least 3 - 5 years of relevant work experience including a minimum of one (1) year of supervisory experience.	Essential
2.	Excellent interpersonal skills, and the ability to communicate with people from diverse backgrounds.	Essential
3.	Excellent communication skills, in written and spoken English.	Essential
4.	Familiar with Microsoft Office software, especially MS Words, MS Excel, and PowerPoint.	Essential
5.	Pleasant personality with strong customer service focus and able to develop good working relationship with students, staff and external companies.	Essential
6.	Ability to act with discretion on matters of a confidential nature.	Essential
7.	Knowledge of the Malaysian education system and an understanding of the key issues relating to the marketing and provision of private tertiary education in Malaysia.	Highly Desirable

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 application should also include a separate document addressing each applicable element of the Key Selection Criteria (as listed in Section C above).

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 :