

## POSITION DESCRIPTION:



### SECTION A: Position Context

<b>Position Title</b>	Executive, Engagement & Communication
<b>Position Grade</b>	E2
<b>Category</b>	Executive
<b>Campus/Unit</b>	Sarawak Campus – Business Development and Liaison
<b>Division</b>	Pro Vice-Chancellor & Chief Executive Officer (Sarawak)
<b>Term of Appointment</b>	Full-time Appointment
<b>Effective Date</b>	June 2022

### 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 appointee will also support the enhancement of external engagement with alumni and business and industry stakeholders.

The appointee is responsible for:

- providing internal communication support to the Pro Vice-Chancellor and Chief Executive Officer (PVC & CEO);
- 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 appointee 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.

### 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 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	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.	<b>OVERALL OBJECTIVE</b>	Develop and implement effective corporate communication strategies to support achievement of the business objectives of Swinburne Sarawak.
2.	<b>CORPORATE COMMUNICATIONS</b>	<ul style="list-style-type: none"> <li>• Develop and lead corporate communication planning in alignment with the overall communication strategy of the University.</li> <li>• Develop and oversee implementation of communication campaigns across multiple channels including print and digital in support of the University's initiatives and activities.</li> <li>• Develop and implement policies and procedures to ensure the continual improvement of the corporate communication strategies, materials and services.</li> <li>• Create content (e.g. press releases) for print and digital channels.</li> <li>• 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.</li> </ul>
3.	<b>INTERNAL COMMUNICATIONS</b>	<ul style="list-style-type: none"> <li>• Assist in the development and production of university-wide internal communications for staff (internal newsletters, e-magazine, emails and social media).</li> <li>• Project management of communications to support employee surveys and other staff related campaigns.</li> <li>• Provide organisational guidance around the development and implementation of communication related strategies, policies and programs (e.g. email distribution policies, communication templates, etc).</li> </ul>
4.	<b>COMMUNICATION TOOLS AND CHANNELS</b>	<ul style="list-style-type: none"> <li>• Contribute to the creation, implementation and promotion of tools, systems, policies and channels to enable effective corporate communication.</li> <li>• Develop communication tools and collateral particularly for University's B-B and B-G activities.</li> <li>• Manage record-keeping and conduct data analysis, and assist in preparation of all required reporting.</li> </ul>
5.	<b>ENGAGEMENT AND DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>• Assist in planning and implementing engagement activities with key employers in Sarawak and the region.</li> <li>• Coordinate with Swinburne Sarawak faculties and units in engaging with potential / industry partners.</li> <li>• Assist in managing the processes for industry engagement to enhance partner engagement and expand the number and quality of host companies for student internships / consultative projects.</li> <li>• 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.</li> </ul>
6.	<b>STAKEHOLDER MANAGEMENT</b>	<p>Internal:</p> <ul style="list-style-type: none"> <li>• Contribute to the broader communication initiative and ensure a collaborative approach with the relevant departments within Swinburne Sarawak.</li> <li>• Provide general business support for the BDL team.</li> <li>• Liaise with marketing communication staff regarding the use of the Swinburne brand.</li> </ul> <p>External:</p> <ul style="list-style-type: none"> <li>• Maintain effective contact with relevant external stakeholders including media and suppliers.</li> </ul>

7.	<b>OCCUPATIONAL HEALTH AND SAFETY (OHS)</b>	<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"> <li>• Execute OHS requirements in respective work areas;</li> <li>• Maintain cleanliness, good housekeeping and overall safe work environment; and</li> <li>• 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.</li> </ul>
8.	<b>SWINBURNE VALUES AND CULTURE</b>	<ul style="list-style-type: none"> <li>• Commit to the Swinburne values.</li> <li>• Conduct work professionally while demonstrating the Swinburne values at all times.</li> </ul>
9.	<b>OTHER DUTIES</b>	Any other duties as required by the Director, BDL; 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.

<b>Qualifications:</b> Include all educational and training qualifications, licences, and professional registration or accreditation, criminal record checks etc. required for the position.		<b>Essential / Highly Desirable / Preferable</b>
1.	A Bachelor's degree from a recognised institution with at least three (3) years relevant working experience; or A Diploma from a recognised institution with minimum five (5) years of relevant working 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

<b>Experience / Knowledge / Attributes:</b> Required by the appointee to successfully perform the positions key responsibilities.		<b>Essential / Highly Desirable / Preferable</b>
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

**Further Information:**

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

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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** :