

UNIVERSITY OF NEW ENGLAND POSITION STATEMENT

Faculty:	The Professions
Position Title:	Communications and Funding Officer
Position Number:	New position
Reports To:	Academic Director, Faculty of The Professions (Director, DE Hub)
Classification Level:	HEO 7
Date Classified:	16 April, 2009

DIMENSIONS OF POSITION

DEHub will provide leadership in developing and implementing models for distance education across the Australian tertiary sector. It will engage in national and global collaborations on evidence-based approaches to new teaching technologies. DEHub aims to build capacity across the sector. It will promote innovative modes of teaching and learning that strengthen the capacity of regional universities to meet the demands of their distance education students, and that assist rural communities enhance their economic and social sustainability. UNE will act as a clearinghouse of knowledge generation and transfer for the benefit of the sector.

The DEHub will involve a range of staff from UNE as well as numbers of research staff and project officers. Overall, these academics will be involved in Regional, State, National and International research around three key themes: DE Learning and Teaching; DE Community and DE Research and Evaluation.

This position is highly independent, and the occupant should be able to operate without direct supervision, while maintaining close coordination with the team and Director of DEHub.

POSITION OBJECTIVES

The primary responsibility of the position will be to secure increased funding for the project through the successful sourcing of appropriate grants, tenders or other funding opportunities, and the close collaboration with the project's research staff in the production and submission of associated applications. The drawing in of funds from a variety of sources will ensure the DEHub will continue to expanding in the scope of its activities. In undertaking the duties of this role, its occupant will be required to develop an in-depth understanding of the project's strategic goals, and the ability to translate this knowledge into proposals to shape DEHub's future potential.

The incumbent will also be expected to promote DEHub activities publicly by liaising with stakeholders and maintaining regular communication with relevant interest groups. The incumbent will be responsible to the Director of DEHub, the Principal Researcher, and the Project Manager, and will be expected to be proactive in their area of responsibility taking into account the impact of practices on broader organisational issues.

POSITION DUTIES:

1. Ensure the effective management of tender proposals and grant applications relating to the DEHub project by collaborating closely with the project's senior staff, researching and drafting material, reviewing and coordinating submissions, and providing feedback on progress/outcomes of submissions.
2. Research and actively identify appropriate funding opportunities relevant to the DEHub project, ensuring that the research team, project members, and relevant stakeholders are informed of new government and private funding grants matching the project's overall strategic objectives and priorities.

3. Ensure timely submission of tender proposals and grant applications by researching proposal/grant criteria and the project's capacity/eligibility, preparing budget statements and projections where appropriate, collaborate with research staff in the preparation of proposals and applications, and liaising with submission agencies.
4. Develop and maintain effective relationships with government and funding agencies and foundations, and with UNE's Research Services by assisting in the provision of regular feedback/reports.
5. Ensure the project contributes to relevant government reviews and inquiries by preparing timely submissions/reports, monitoring the outcomes of reviews and providing feedback to internal stakeholders on the outcomes.
6. Contribute to the development and/or amendment of policies, procedures, processes, guidelines, programs, etc. within the framework of the project by analysing the outcomes of and feedback on submissions and providing recommendations.
7. Set marketing objectives report against those objectives and provide ongoing high-level analysis of effectiveness. Prepare detailed reports, on such things as progress of the program and campaigns, client contact, follow-up and recruitment conversion (acceptance of offer and enrolment) and reviews on the effectiveness of each individual program and campaign.
8. Within the context of the DEHub objectives, identify opportunities for marketing relevant to the Faculty and prepare recommendations to management in relation to these.
9. Develop Faculty, school, discipline and course-specific marketing content across both traditional and online mediums, including web, print media, advertisements, direct mail and other relevant materials.
10. Design, develop and implement related marketing events, strategies and initiatives.
11. Ensure marketing and communications materials are presented at a high standard, consistent with the University's defined brand attributes and appropriate to the audience. Ensure compliance with quality assurance and approval processes.
12. Ensure the University's policies and procedures relating to equal opportunity, risk management, occupational health and safety, and quality assurance are applied in relation to the responsibilities of this position.
13. Other duties as required and relevant to the position.

SELECTION CRITERIA

1. A degree with substantial relevant experience; or extensive relevant experience and management expertise; or an equivalent combination of relevant experience and/or education/training.
2. Demonstrated specialist experience in the development and implementation of marketing projects and campaigns including proven track record and excellent proactive skills in identifying and executing marketing opportunities.
3. Demonstrated organisational skills and the ability to develop and implement systems and procedures.
4. Demonstrated ability to work collaboratively as well as independently.
5. Broad knowledge of the higher education sector, the information requirements of the academic community and the process of research and scholarly communication.
6. Demonstrated excellent research and information analysis and report writing skills.
7. Demonstrated ability to undertake work for stakeholders, work within strict timeframes, and meet externally set deadlines.
8. Outstanding interpersonal and communication skills including a demonstrated ability to consult,

negotiate, and interact with staff, external organizations, and stakeholders.

9. Willingness to engage in and support the academic administration of the DEHub project commensurate with level of employment.
10. Demonstrated ability to maintain strict confidentiality.
11. Demonstrated understanding of, and commitment to, OH&S, Risk Management, Records Management, Quality Assurance and EEO principles as they relate to this position.