

POSITION DESCRIPTION

Position Title:	Head of Corporate Affairs
Organisation Unit:	Marketing and Communication
Type of Employment:	5-Year Fixed Term
Classification:	HEW Level 10A

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver **knowledge leadership for a better world**.

UQ ranks in the world's top universities, as measured by several key independent ranking, including the CWTS Leiden Ranking (41), the Performance Ranking of Scientific Papers for World Universities (40), the US News Best Global Universities Rankings (43), QS World University Rankings (40), Academic Ranking of World Universities (63), and the Times Higher Education World University Rankings (70). Excluding the award component, UQ is now ranked 45th in the world in the ARWU and is one of the only 2 Australian universities to be included in the global top 50.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland's highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia's Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 55,000-plus strong student community includes more than 20,000 postgraduate scholars and more than 17,000 international students from 135 countries, adding to its proud 340,000-plus alumni. The University has more than 8,500 academic and professional staff (full-time equivalent) and a \$2.47 billion annual operating budget. Its major campuses are at St Lucia, Gatton Dutton Park and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has 6 research-led faculties comprising 29 schools and over 100 centres offering courses across one of the widest discipline ranges in Australia. UQ also has 8 research institutes funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.

UQ has an [outstanding track-record](#) in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of \$11billion+.

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

Organisational Environment

Marketing and Communication (M&C) provides leadership and expertise in strategic marketing, communication, and branding to enhance domestic and global awareness and support for the university. A multi-disciplinary team of approximately 100 professionals work alongside teams in faculties, research institutes and other central portfolios to enhance the University's reputation and brand.

M&C has responsibilities across the span of University campuses and operations, nationally and internationally, with staff skilled in marketing, communication, customer experience, media, corporate affairs, web development and design. Career progression and staff development are key elements of the work environment, in which achievement is recognised and rewarded.

Further information about Marketing and Communication may be accessed on <https://marketing-communication.uq.edu.au/>.

Information for Prospective Staff

This position is based at the St Lucia campus.

DUTY STATEMENT

Primary Purpose of Position

The Head, Corporate Affairs will play a crucial role in building the University's reputation and image through effective communication and engagement programs with stakeholders from industry, government and community, and manage a committed and passionate team.

The position will be responsible for developing and leading the implementation of a comprehensive corporate communication strategy to promote UQ's mission, achievements and major initiatives. These can range from research that is solving global challenges and educational opportunities building a more equitable and inclusive society to multi-million-dollar infrastructure projects.

Duties

Duties and responsibilities include, but are not limited to:

- Lead the development of UQ's corporate communication strategy to enhance the University's reputation, profile its strategic priorities, and deliver meaningful engagement with key stakeholders including but not limited to industry and business, partners, influencers and the community.
- Lead the University's response and stakeholder engagement on reputational issues, in consultation with the Director, Communication and Chief Marketing and Communication Officer and other relevant executives as required.
- Establish strong working relationships with senior leaders across the University and be recognised as a subject matter expert and trusted advisor to senior leaders in corporate affairs and issues management.
- Provide strategic advice and decision making to senior leaders about opportunities and challenges impacting the University and industry and how to leverage/mitigate these.
- Lead the development of innovative stakeholder engagement programs that adapt to changing university and government priorities and optimise stakeholder confidence in UQ.
- Lead the communication and stakeholder engagement on major strategic announcements and key initiatives.
- Manage the Corporate Affairs team to implement and execute strategic plans – delivering a best practice corporate affairs service to UQ, with a focus on continuous improvement.

- Lead the development of effective content that engages stakeholders through a variety of channels.
- Work collaboratively across UQ's marketing and communication community to deliver integrated and proactive strategic programs of work.
- Ensure a service-oriented culture within the team, actively looking for ways to drive greater efficiencies, effectiveness, and evaluation of key communication initiatives.
- Such other duties as may be required of the role, including provision of after-hours and weekend support.

Other

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the [University's Code of Conduct](#)
- requirements of the Queensland occupational health and safety (OH&S) legislation and related [OH&S responsibilities and procedures](#) developed by the University or Institute/School
- the adoption of sustainable practices in all work activities and compliance with associated legislation and related University [sustainability responsibilities and procedures](#)
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related [responsibilities and procedures](#) developed by the University

Organisational Relationships

This position reports to the Director, Communication and is part of Marketing and Communication's leadership team.

SELECTION CRITERIA

- Qualifications and training equivalent to a postgraduate degree with 15+ years' experience in communication / corporate affairs roles (or equivalent combination of relevant experience and/or education/training).
- Demonstrated expertise in leading and implementing integrated corporate communication strategies that align to an organisation's priorities and engages a range of stakeholders with proven outcomes.
- Strong leadership and team management skills.
- Extensive experience in proactively managing reputation issues and risk mitigation.
- Responsive and skilled in problem solving on tight deadlines, while maintaining a high quality of work and strategic advice.
- Excellent interpersonal, influencing and advisory skills including the ability to work collaboratively with senior leaders to create buy-in and achieve support for new approaches/initiatives.