



POSITION DESCRIPTION

The University of Papua New Guinea

DETAILS OF POSITION	POSITION NO.: 243001
SCHOOL/OFFICE: Pro Vice Chancellor (Planning & Development and Industrial Relations)	CLASSIFICATION: Non Academic Grade 12
DIVISION/STRAND: Public Relations & Marketing Unit	POSITION TITLE: Director
BRANCH:	IMMEDIATE SUPERVISOR CLASSIFICATION & POSITION: Academic Grade 6 PN 293043
SECTION:	HIGHEST SUBORDINATE CLASSIFICATION & POSITION:
LOCATION: Gunther Building, Waigani Campus	

ROLES AND RESPONSIBILITIES OF POSITION

PURPOSE

Responsible for the day to day coordination of the Public Relations & Marketing Unit.

MAJOR DUTIES

1. Managing the division's resources, including drafting and executing its budget, developing its organizational structure and task allocation, staff management and professional development.
2. Contribute to the university's strategic plans and developing the Student Services operational plans in alignment with the Universities overarching objectives, mission and vision as a higher education's institution.
3. The Director is required to review the Universities range of publications, update them and rationalize them into lesser number of documents as appropriate.
4. The Director will need to adopt/develop a style or re-usable design format, in close consultation with the staff within the Unit and establish a procedure for the timely publication of all relevant university publications.
5. Facilitate the updating and where possible compressing of all documents essential to the Universities operations.

SELECTION CRITERIA

TRAINING LEVEL OR QUALIFICATIONS

Persons employed at Grade 12 shall typically perform duties at a skill level which assumes and requires knowledge or training equivalent to:

- Postgraduate qualifications or progress towards postgraduate qualifications preferably in Journalism, Public Relations or Information Management and relevant work experience at the management/supervisory level or
- A Bachelor's Degree preferably in the study areas highlighted above, with management experience and proven management expertise; or
- An equivalent combination of relevant experience and/or education/training.

KNOWLEDGE, SKILLS AND PERSONAL ATTRIBUTES

1. Senior level experience in journalism, public relations and publications in a large complex organization with comparable scope, responsibilities budgets and responsibilities.
2. Highly developed people skills.
3. Strong team player, analytical and technical mindset and strategic thinker.
4. Strong project management skills.
5. Customer service focus with positive and professional approach.
6. Knowledge of the UPNG Code of Conduct or a similar code of best practice.

HISTORY OF POSITION – (HR DIVISION OFFICE USE ONLY)

UPNG FILE NO.	DATE OF VARIATION	DETAILS