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POSITION DESCRIPTION

DVC/VP Societal Impact, Equity and Engagement

Position Level

Senior Appointment

Faculty/Division

Societal Impact, Equity & Engagement

Position Number

ADMIN ONLY

Original document creation

July 2023

Position Summary

The Deputy Vice-Chancellor (DVC) or Vice-President (VP) Societal Impact, Equity and Engagement is critical in leading UNSW's efforts to make a positive and lasting impact on society, promoting equity and social justice, and driving engagement activities which enhance UNSW's reputation as a key contributor to society through its research, teaching, and community engagement.

This role drives the development of strong partnerships and influential relationships with key organisations, communities, government, and alumni to advance the University's profile and reputation as a sector leader in societal impact, supporting a University-wide agenda to drive effective change and engagement. It ensures the translation of research outcomes through effective communication, partnership development and profile raising. It also supports the generation of revenue through the development of effective philanthropic campaigns and engagement with key stakeholders.

The DVC/VP is a senior leadership position which reports to the Vice-Chancellor and President and leads the development and delivery of key strategies for the University. The role leads a large team and has accountability for functions including but not limited to social impact, staff and student equity, diversity and inclusion, communications, external engagement, government relations, philanthropy, alumni relations, and strategic partnerships.

Accountabilities

Specific accountabilities for this role include:

- Operate as a member of the University's Leadership Team and contribute to decision-making to ensure the effective running of the University, ensuring societal impact, equity, and engagement are considered in organisational decision-making processes at every step.

- Provide advice, strategic input and reporting to the Vice-Chancellor, Chair of UNSW's Foundation Board and, where appropriate, to the University Council, on all aspects of societal impact, equity, engagement, and philanthropy.
- Work collaboratively with UNSW's Faculties and Divisions to support and foster engagement and collaboration, and to collectively drive a cohesive agenda for social impact, equity and engagement, aligned with local strategies, contributing to areas of excellence in research, teaching, and learning.
- Lead the development and implementation of a Societal Impact, Equity and Engagement strategy aligned with UNSW's vision and strategic goals.
- Oversee the design and implementation of initiatives, programs, and partnerships that drive and enhance the University's contribution to society, including through research, teaching, and community engagement.
- Develop and lead the University's corporate brand strategy, tracking and benchmarking its performance to promote and advance the University's profile and reputation locally, nationally, and globally.
- Lead the University's strategy for and reporting against relevant frameworks for student and staff equity, inclusion, and diversity, ensuring that ambitious success metrics are met.
- Identify opportunities to positively contribute to societal impact through frameworks such as the SDGs; develop, coordinate, and implement initiatives and programs and monitor and report on progress towards SDG targets. Providing regular updates to leadership and stakeholders and ensuring that it meets national and international standards and guidelines and UNSW's ambitious strategy.
- Develop and oversee the implementation of strategies to communicate the University's distinctive strengths and achievements to targeted audiences including the media, State and Federal Government, industry partners, donors, alumni and influencers of future students.
- Provide thought leadership in societal impact through the development of innovative communication and engagement strategies as a mechanism to advocate for UNSW's societal impact and equity efforts.
- Oversee the development of major events, including conferences, public lectures, and industry engagement activities to enhance the University's reputation as a thought leader.
- Lead the University's engagement, corporate marketing, and communications functions to strengthen and deepen relationships with target audiences through social media, UNSW's newsroom and website, digital and in-person events, and tactical marketing campaigns to elevate UNSW's brand and reputation.
- Develop strong partnerships and foster a culture of philanthropy across the broad UNSW community, building income in support of UNSW's societal impact goals.
- Act as a spokesperson on societal impact, equity and engagement and represent UNSW at functions, events, and to the media where required.
- Collaborate with the Chief HR Officer to develop and deliver strategies to build a strong sense of community within UNSW, so that staff feel a strong connection with our social mission and impact as an organisation.
- Provide leadership and day-to-day management of a high-performing team who operate within the framework of UNSW's values to efficiently and effectively deliver in their roles.

- Manage the Divisional budget and resources, and maximise opportunities for additional external funding, both government and philanthropic, to support and expand the scope of key strategic priorities and initiatives.
- Other duties as required.
- Align with and actively demonstrate the [UNSW Values in Action: Our Behaviours](#) and the [UNSW Code of Conduct](#).
- Cooperate with all health and safety policies and procedures of the University and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

Skills and Experience

- A relevant degree in a field such as social sciences, humanities, communications or business, and a postgraduate qualification in a related field.
- Experience in a significant leadership role at a large university or other large and complex organisation, with a track record of leading change and successfully handling demanding projects.
- A proven track record of developing and implementing successful strategies for societal impact, equity, and engagement, including measurement and reporting of their success, and of leading and managing high-performing teams.
- A deep understanding of the social, political, economic, and environmental challenges facing communities in Australia and globally, and an awareness of the factors which shape these challenges. An understanding of the context and culture of the higher education sector and its role and social responsibility in working to address these factors.
- Demonstrated expertise in communications, marketing, engagement, corporate communications and government relations.
- Excellent leadership, interpersonal and people management skills and a collegial management style.
- Outstanding communication, negotiation and influencing skills with an ability to build relationships with key internal and external stakeholders, including government, relevant professions, regional, national and international networks, and the wider community that result in measurable benefits and outcomes for the University.
- Strong analytical and problem-solving skills, to drive results in a complex and dynamic organisational setting.
- An understanding of and commitment to UNSW's aims, objectives and values in action, together with relevant policies and guidelines.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training

Pre-employment checks required for this position

- Verification of qualifications

About this document

This Position Description outlines the objectives, desired outcomes, key responsibilities, accountabilities, required skills, experience and desired behaviours required to successfully perform the role.

This template is not intended to limit the scope or accountabilities of the position. Characteristics of the position may be altered in accordance with the changing requirements of the role.