

POSITION DESCRIPTION

POSITION TITLE:	Communications Officer
DIVISION / SECTION:	Corporate Services
SUPERVISOR:	Marketing and Communications Manager
CLASSIFICATION LEVEL:	GSL 7
SALARY RANGE:	\$ 89,426– \$97,048 per annum
STATUS (FTE):	Full Time
DIRECT REPORTS:	0
INDIRECT REPORTS	0
SPECIAL PROVISIONS:	<p>Ability to obtain and maintain a current Working with Children Check (OCHRE card)</p> <p>Vaccinated against COVID-19 and ability to provide suitable evidence to Human Resources.</p> <p>NT driver's license</p> <p>Ability to travel to remote locations</p>

ABOUT MENZIES:

Menzies is one of Australia's leading medical research institutes dedicated to improving the health and wellbeing of Aboriginal and Torres Strait Islander people and a leader in global and tropical health research into life-threatening diseases. Through effective partnerships with communities across northern Australia and the Asia-Pacific region, we translate our research into real change.

SUMMARY OF POSITION:

The Communications Officer is responsible for internal and external communications, media, branding and marketing, events and social media. The role supports the Marketing and Communications Manager in aligning communications activities with Menzies strategic priorities with a focus on building Menzies profile locally, nationally and internationally.

The position operates in a small team environment, requiring a collaborative, collegial and pragmatic approach in driving the social media strategy for Menzies.

PRIMARY RESPONSIBILITIES:

Internal and external communications:

1. Develop and deliver engaging written content for web, social media, marketing collateral, media releases, talking points, scripts, newsletters, eDM campaigns, annual reports and other as required.
2. Manage the social media strategy across all channels, creating a schedule and working across the business and with partners to source and create organic content from key stakeholders.
3. Play a lead role in managing Menzies' internal and external communications assets, platforms and activities (e.g. website, intranet, social media, annual reports, eDMs etc).

Marketing and Branding:

4. Develop, maintain and keep current all Menzies' marketing and branding material.

5. Create and/or coordinate sharp, innovative and professional quality video and photographic content that supports the brand and marketing strategy of Menzies.
6. Conduct basic graphic design work.
7. Be a brand champion and support the Manager in ensuring brand guidelines are up to date and adhered to.

Events and community engagement:

8. Contribute to the development, delivery and management of Menzies' corporate events and calendar, optimising media exposure and opportunities to positively promote Menzies' brand.
9. Provide advice to internal customers for the effective delivery of events and other engagement activities.

Media:

10. Operate as a contact point for media enquiries and provide prompt and effective responses.
11. Assist in generating media opportunities by maintaining relationships with local and national media organisations and communications contacts within stakeholder organisations, and maintaining the media contacts database.

Support and administration:

12. Assist in the development of Menzies' communications, marketing and branding strategies and initiatives, and play a lead role in their implementation and delivery.
13. Develop and implement communications, marketing and events related processes, guidelines and resources.
14. Monitor progress across various initiatives and activities and prepare reports and analysis.
15. Develop and maintain effective working relationships with internal stakeholders and provide high-quality advice and assistance in support of their communications and events activities.
16. Maintain Menzies' CRM and other internal databases.
17. An understanding and awareness of relevant Workplace Health and Safety as well as Equal Opportunity principles and legislation along with a commitment to maintaining a healthy and safe workplace for all Menzies staff, students, volunteers and visitors.
18. Any other tasks as reasonably required by the Marketing and Communications Manager or Director.

SELECTION CRITERIA:

Essential:

1. A tertiary qualification in a highly relevant field with at least four years' subsequent experience, or an equivalent combination of relevant experience and education or training.
2. Demonstrated experience in professional writing and editing, ideally with experience in translating technical research writing into everyday language.
3. High-level digital literacy and experience across web, social media and other engagement platforms, and familiarity with the latest digital trends.
4. Demonstrated experience in digital data analysis and reporting, including expertise in social media metrics and analytics, search engine optimisation (SEO) and mass email platforms to evaluate outreach and engagement.
5. Experience in photography, video production and basic graphic design.
6. Proven technical knowledge and strengths in marketing, advertising, brand management, social media, and communications.
7. Demonstrated experience in implementing and managing effective marketing and communications initiatives, including applying innovative thinking and contemporary approaches.
8. Demonstrated interpersonal skills and ability to engage effectively with people from a diverse range of educational, professional and cultural backgrounds.
9. Proficiency in the Microsoft office suite, basic design software, databases and web editing skills.
10. Demonstrated experience in event management and media relations.

Desirable:

1. Experience in health, science and/or research communications.
2. Experience and/or demonstrated knowledge and ability to lead respectful and collaborative communications activities empowering Aboriginal and Torres Strait Islander peoples voices.

Covid-19 Safety Requirements:

1. Menzies requires all staff to implement, as directed, risk control strategies that provide them with protection from Covid-19 in the workplace such good hygiene practices, mask wearing, physical distancing and any other reasonable direction.

As a recognised national leader in Aboriginal and Torres Strait Islander health research, education and research training, Menzies is committed to providing a culturally inclusive and supportive work environment, and ensuring our workforce is representative of the people with and for whom we work. We seek to amplify First Nations voices in all aspects of our work, and **we strongly encourage Aboriginal and/or Torres Strait Islander people to apply for this position.**

Approved by: Menzies Human Resources
Date: 04 August 2022

<u>GSL 7</u>		
PACKAGE COMPONENT	Minimum Value GSL 7/1 (\$)	Maximum Value GSL 7/4 (\$)
Gross Salary (position advertised as General Staff Level 7)	89,426	97,048
Superannuation (14% superannuation contribution depends on employee contributing 3% of pre tax salary)	12,520	13,587
Salary Packaging Grossed Up (Based on utilising the full \$15,900 salary packaging component plus the \$2,550 Meal Entertainment Card.)	9,685	9,685
Leave Loading (Payable on the last pay before Christmas (first year will be a pro rata payment))	1,607	1,607
Total Salary Package	113,238	121,927