

## POSITION DESCRIPTION

<b>Position Title:</b>	<i>Communication and Engagement Wolbachia Lead</i>		
<b>Division/Unit:</b>	Global and Tropical Health Division		
<b>Report to (Role):</b>	<i>Project Coordinator - Wolbachia</i>		
<b>Classification Level:</b>	Category B2B1-B2B13		
<b>Status (FTE):</b>	1.0FTE	<b>Location:</b>	Dili, Timor-Leste
<b>Number of positions supervised:</b>	Directly: <b>2</b>		
	Indirectly: <b>0</b>		
<b>Special Provisions:</b>	<ul style="list-style-type: none"> <li>• Vaccinated against COVID-19 and ability to provide suitable evidence to Human Resources.</li> <li>• Willingness to travel to municipalities including participants homes to facilitate research activities and conduct follow-up visits as required.</li> <li>• Ability to obtain a clear Police Check.</li> </ul>		

### ABOUT MENZIES:

As one of Australia's leading medical research institutes dedicated to improving the health and wellbeing of Aboriginal and Torres Strait Islander Peoples, and a leader in global and tropical research into life-threatening illnesses, Menzies School of Health Research continues to translate its research into effective partnerships and programs in communities across Australia and the Asia-Pacific region.

### SUMMARY OF THE POSITION:

The Communication and Engagement Manager applies high-level marketing and communications expertise to deliver a mass communications campaign that achieves public acceptance for the release of Wolbachia mosquitoes in Dili. This includes adapting and implementing the campaign strategy to meet specific engagement and branding outcomes, through management of an internal communications and engagement team and external contractors.

The Communication and Engagement Manager ensures that the campaign supports the successful implementation of the project, is aligned with the WMP's public acceptance model global brand, GEDSI minimum standards and meets required timeframes, budgets, objectives and quality measures.

### PRIMARY RESPONSIBILITIES:

The following key responsibilities are not exhaustive and may include others as directed by the Wolbachia Project Coordinator at Menzies School of Health Research Timor-Leste Office.

- Develop and manage the implementation of a multi-channel communications and engagement campaign strategy tailored to the local context and aligned with project objectives.
- To ensure the communication and community engagement (C&E) activities are gender equality, disability, and social inclusion (GEDSI) sensitive. This includes developing an inclusive C&E strategy, monitoring the progress and collecting GEDSI disaggregated data.
- Build and maintain strong relationships with a range of internal and external stakeholders, including local leaders, government and not-for-profit organizations.
- Recruit and manage an internal team and external contractors to deliver a high standard of inclusive communications.
- Provide high-quality market research and analysis to ensure effectiveness of campaign and identify potential opportunities and risks.
- Manage a program of social research including developing/refining a community profile and engaging an agency to conduct surveys.

- Lead a range of marketing and communications initiatives as part of the campaign, including media (if applicable) and social media, face-to-face and outdoor advertising.
- Lead the development of Crisis Communications for the project.
- Establish and manage a Community Reference Group for the project.
- Manage an Incident Management System for the project.
- Guide and train project teams and external partners interacting with communities, to ensure consistency and quality of messages, and alignment with project objectives.
- Regularly measure and report on performance of campaigns against goals and key indicators of public acceptance.
- Work with local agencies to gather content (filming and photography) for local and global use.
- Regularly identify and produce compelling stories for social media, based on case studies and activities in the community.
- Collaborate with the WMP Global Communications team and other WMP project teams for global, regional and national communications initiatives.

**SELECTION CRITERIA:**

<b>1</b>	<b>Qualifications:</b>	<ol style="list-style-type: none"> <li>1. Demonstrated experience in developing and implementing large, effective communications campaigns to meet specific outcomes.</li> <li>2. Experience in delivering the communications components of major projects, with demonstrated ability in identifying stakeholders, through knowledge of existing local networks in the areas, and implementing activities to keep them informed;</li> <li>3. Knowledge of community engagement issues and an understanding of their implications for the development, implementation and evaluation of community engagement plans;</li> <li>4. Knowledge of project management, including setting goals, identifying audiences, planning tasks and resources, developing systems and procedures to track progress, and budgeting;</li> <li>5. Sound interpersonal and communication skills, including the ability to solve issues in response to changing work environments and demands, negotiate, provide advice and liaise with a range of individuals and agencies;</li> <li>6. Demonstrated use of research, consultation and stakeholder mapping to inform plans;</li> <li>7. Demonstrated success in a not-for-profit, health-related marketing or community engagement roles;</li> <li>8. Experience managing community engagement projects including social research, stakeholder engagement, issues management systems and advisory groups.</li> <li>9. Excellent oral and written communication skills, with sufficient proficiency in English and Tetun/Portuguese</li> </ol>
<b>2</b>	<b>Essential Criteria:</b>	<ol style="list-style-type: none"> <li>1. Relevant qualification in communication, marketing or social impact; or extensive experience and management expertise within the marketing and communications field or stakeholder engagement field.</li> </ol>
<b>3</b>	<b>Desirable Criteria:</b>	<ol style="list-style-type: none"> <li>1. Experience in public health and or community engagement for public acceptance campaigns.</li> </ol>

**COVID-19 Safety Requirements:**

1. Menzies encourages all staff to be fully vaccinated in accordance with the latest guidance and recommendations for COVID-19 vaccination as issued by the Australian Technical Advisory Group on Immunisation (ATAGI).
2. Menzies requires all staff to implement, as directed, risk control strategies that provide them with protection from COVID-19 in the workplace such as good hygiene practices, mask wearing, physical distancing and any other reasonable direction.


**STATEMENT OF DUTIES: – Communications and Engagement Lead**

Menzies is the implementation partner for the *Wolbachia* method in Timor-Leste. The Project Coordinator role will oversee all aspects of the project during three phases 1) preparation 2) release 3) monitoring.

The World Mosquito Program (operating as WMP Limited in Australia) is a not-for-profit, wholly-owned subsidiary of Monash University that works to protect the global community from mosquito-borne diseases such as dengue, chikungunya, Zika and yellow fever. The World Mosquito Program uses naturally occurring bacteria called *Wolbachia* to reduce the ability of mosquitoes to transmit viruses that cause life-threatening disease. A growing body of evidence to support the efficacy of the method includes a randomised controlled trial in Indonesia that showed a 77% reduction in dengue incidence in areas treated with *Wolbachia*. Ongoing projects in Asia, the Pacific and the Americas continue to accumulate similar promising results. Releases of *Wolbachia*-carrying mosquitoes receive regulatory approval from relevant government bodies and with community endorsement.

**Specific responsibilities for the project(s) will include:**

1. Develop and manage the implementation of a multi-channel communications and engagement campaign strategy tailored to the local context and aligned with project objectives.
2. To ensure the communication and community engagement (C&E) activities are gender equality, disability, and social inclusion (GEDSI) sensitive. This includes developing an inclusive C&E strategy, monitoring the progress and collecting GEDSI disaggregated data.
3. Build and maintain strong relationships with a range of internal and external stakeholders, including local leaders, government and not-for-profit organisations.
4. Recruit and manage an internal team to deliver a high standard of inclusive communications.
5. Provide high-quality market research and analysis to ensure effectiveness of campaign and identify potential opportunities and risks.
6. Manage a program of social research including developing/refining a community profile and engaging an agency to conduct surveys.
7. Lead a range of marketing and communications initiatives as part of the campaign, including media (if applicable) and social media, face-to-face and outdoor advertising.
8. Lead the development of Crisis Communications for the project.
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11. Guide and train project teams and external partners interacting with communities, to ensure consistency and quality of messages, and alignment with project objectives.
12. Regularly measure and report on performance of campaigns against goals and key indicators of public acceptance.
13. Work with local agencies to gather content (filming and photography) for local and global use.
14. Regularly identify and produce compelling stories for social media, based on case studies and activities in the community.
15. Collaborate with the WMP Global Communications team and other WMP project teams for global, regional and national communications initiatives.

Approved by:	Antonio Goncalves Country Manager	
Date Approved:	14/11/24	