POSITION DESCRIPTION

POSITION TITLE: Communications and marketing officer
DIVISION / SECTION: Communications & Development
SUPERVISOR: Communications, marketing and media manager
CLASSIFICATION LEVEL: GSL 6
SALARY RANGE: $67,998 - $73,626
STATUS (FTE): Full-time
NO. OF POSITIONS REPORTING DIRECTLY: 0
NO. OF POSITIONS REPORTING INDIRECTLY: 0

SUMMARY OF POSITION:

Menzies School of Health Research (Menzies) is Australia’s only Medical Research Institute dedicated to improving Indigenous health and wellbeing. We have a 30-year history of scientific discovery and public health achievement. We work at the frontline and collaborate broadly, partnering with over 60 Indigenous communities across Northern Australia to create resources, grow local skills, and find enduring solutions to problems that matter.

The communications and marketing officer will be responsible for the development of strategic marketing and communications for Menzies. This role is critical to:

a) establish Menzies’ reputation as the national leader in Indigenous health and global and tropical health research; and
b) develop targeted marketing mechanisms to enhance the organisation’s engagement with key stakeholders and policy makers and to increase and diversify our funding stream.

Key to this position will be shaping the Menzies marketing mix, including maintaining the website and suite of marketing materials, social media engagement, increased brand awareness, and public relations. As a skilled writer, this role will help shape internal and external communication and marketing materials, such as media releases, editorial for internal and external newsletters and contributions to corporate publications. This position will also provide support to the Communications Unit to assist with media, events, fundraising and other functions as needed.

PRIMARY RESPONSIBILITIES:
1. Assist with the development and execution of Menzies’ communication and marketing strategy, ensuring key objectives are achieved including identifying target markets and implementing evaluation and control processes.
2. Develop, implement and maintain a targeted marketing mix, including maintaining the website and suite of marketing materials.
3. Manage Menzies brand and brand awareness, including Menzies brand strategy and style guide.
4. Continue to implement the social media engagement plan as well as further develop and maintain the Menzies’ photo library.
5. Work closely with Menzies staff, particularly researchers and the education and training team, to identify and plan for strategic marketing and development opportunities.
6. Translate technical research writing into everyday speak for a variety of internal and external communications.
7. Provide marketing expertise to Menzies’ research, education and corporate divisions.
8. Conduct basic graphic design work and be the liaison between our preferred graphic design
agency and assist with preparation of publications, annual and other reports and documents, for online and print platforms.

9. Update the key contact database and produce lists for the Communications Unit and Development Team as required.

10. Order, promote and manage all Menzies merchandise.

11. Manage all initial phone and email inquiries into the Communications Unit, including the Communication’s email Inbox.

12. Provide basic photography support to projects, events and researchers.

13. Support the Communications Unit to assist with media, events, fundraising and other functions as needed.

14. Support the Development Team with branding, marketing collateral and other tasks to facilitate local and national fundraising efforts.

15. Any other tasks as reasonably required by the supervisor, manager and/or director.

**SELECTION CRITERIA:**

**Essential:**

1. Demonstrated experience in a Communications and/or Marketing role along with tertiary qualifications in a communications- or marketing-relevant field.

2. Demonstrated experience in achieving outcomes in a communications environment including website management, social marketing and publications.

3. Excellent oral communications skills and demonstrated experience in professional writing and editing, for print and online with excellent attention to detail.

4. Demonstrated interpersonal and liaison skills including the ability to liaise and interact effectively with people from a diverse range of educational and cultural backgrounds.

5. Ability to meet short deadlines, short turnarounds and be responsive to current trends.

6. Well-developed organisational skills and the ability to effectively manage and prioritise competing bodies of work under pressure.

7. Drive, enthusiasm and energy and the ability to work independently and as a team player who promotes a supportive and cohesive environment.

8. Possess excellent time management skills and strong attention to detail.

9. Excellent computer literacy (Microsoft office suite including word, excel, power point as well as web editing skills and social media skills).

10. 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.

**Desirable:**

1. Experience in an education/and or health research organisation.

2. Basic photography skills.

**Approval:**

Claire Addinsall  
Communications, marketing and media manager  
Signature  
Date

Prof. Alan Cass  
Director  
Signature  
Date
<table>
<thead>
<tr>
<th>PACKAGE COMPONENT</th>
<th>Minimum Value GSL 6/1 ($)</th>
<th>Maximum Value GSL 6/4 ($)</th>
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<tbody>
<tr>
<td><strong>Gross Salary</strong> (position advertised as General Staff Level 6)</td>
<td>$ 67,998.00</td>
<td>$ 73,626.00</td>
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<tr>
<td><strong>Superannuation</strong> (14% superannuation contribution depends on employee contributing 3% of pre tax salary)</td>
<td>$ 9,519.72</td>
<td>$ 10,307.64</td>
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<td><strong>Salary Packaging Grossed Up</strong> (Based on utilising the full $16,040 salary packaging component plus the $5000 Meal Entertainment Card.)</td>
<td>$ 11,114.50</td>
<td>$ 11,193.89</td>
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<td><strong>Leave Loading</strong> (Payable on the first occasion that an employee takes annual leave after the completion of a full 12 months accrual)</td>
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<td><strong>Total Salary Package</strong></td>
<td>$ 90,000.87</td>
<td>$ 96,609.46</td>
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