

POSITION DESCRIPTION

POSITION TITLE:	Communications Officer
DIVISION / SECTION:	Corporate Services, Communications
SUPERVISOR:	Communications, marketing and media manager
CLASSIFICATION LEVEL:	GSL 6 or GSL 7
SALARY RANGE:	GSL 6 \$78,549 - \$84,404 GSL 7 \$85,868 - \$93,187
STATUS (FTE):	Full Time
NO. OF POSITIONS REPORTING DIRECTLY:	0
NO. OF POSITIONS REPORTING INDIRECTLY:	0

SUMMARY OF POSITION:

Menzies School of Health Research is one of Australia's leading medical research institutes dedicated to improving Indigenous, global and tropical health. Menzies has a history of over 30 years of scientific discovery and public health achievement. Menzies works at the frontline, joining with partners across the Asia-Pacific as well as Indigenous communities across northern and central Australia.

The communications officer is a broad-based role encompassing internal and external communications, media, branding and marketing, events and social media. The role supports the communications, media and marketing manager in aligning communications, media and marketing activities with Menzies strategic priorities. The position operates in a small team environment, requiring a collegial, pragmatic approach in addressing issues and priorities as they arise.

Aboriginal and/or Torres Strait Islander people are strongly encouraged to apply

PRIMARY RESPONSIBILITIES:

Internal and external communications:

1. Assist with regular maintenance of marketing material, the communications team's intranet pages and the Menzies website.
2. Produce and disseminate internal and external communication materials such as media releases, video, editorials, fact sheets, e-newsletters, brochures, posters, annual report and publications.
3. Development and maintenance of marketing material and intranet pages
4. Provide support and advice to Menzies research and education teams, producing effective communications collateral to internal and external stakeholders.

Media:

1. Assist with the communication of Menzies' research and education outcomes and build its profile locally, nationally and internationally.
2. Work closely with Menzies staff, particularly researchers, to identify and plan for media opportunities and provide media expertise and advice.
3. Develop and maintain relationships with local and national media organisations and with communications contacts within stakeholder organisations.
4. Assist with regular media monitoring and analysis.

Social media:

1. Assist with the development of content for social media channels that is engaging and enhances Menzies' brand and reputation
2. Provide basic reports and analytics on social media reach and engagement.

Events and community engagement:

1. Contribute to the development and update of Menzies' corporate events calendar and community engagement activities to ensure they are consistent with the strategic plan and media plan and opportunities to promote Menzies are maximised.
2. Co-ordinate key events such as the General Staff Meetings, Weekly and lunch time seminars, annual general meeting, the Oration, and community engagement activities.

Marketing and branding:

1. Consistently uphold the Menzies brand and style in all internal and external communication and support the manager in ensuring branding guidelines are adhered to.
2. Conduct basic graphic design work, be the liaison between our preferred graphic design agencies and assist with the preparation of publications, including the annual report.
3. Provide basic photography/videography support to projects, events and researchers.
4. Support the development team with branding, marketing collateral and other tasks to facilitate local and national fundraising efforts.
5. Order, promote and manage all Menzies merchandise.

Communications unit administration:

1. Assist to monitor and respond to communications inbox enquiries and manage all initial phone inquiries into the communications unit.
2. Ensure administrative processes and guidelines are developed, implemented and maintained

Special projects:

1. Assist the communications manager with special ad hoc projects as required.

Any other tasks as reasonably required by manager and / or director.

SELECTION CRITERIA:

Essential:

1. A degree in the field of communications or media (or a related area) with relevant experience.
2. Demonstrated experience in professional writing and editing, ideally with experience in translating technical research writing into everyday language.
3. Demonstrated experience in contributing to and implementing creative strategies for engaging and communicating with internal and external stakeholders.
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. Demonstrated media relations experience.
6. Proficiency in the Microsoft office suite including word, excel, power point, basic design software, databases and web editing skills.
7. Ability to be responsive to current trends and be an innovative thinker.
8. Experience in social technologies, engagement and social media.
9. High level organisational skills and ability to manage competing demands for multiple projects.
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. Knowledge and understanding of Aboriginal and Torres Strait Islander health or experience in a health research or health service environment.
2. NT drivers licence
3. Photography/videography skills
4. Working knowledge of the Australian Government Style manual.

GSL 6-7

PACKAGE COMPONENT	Minimum Value GSL 6/1 (\$)	Maximum Value GSL 7/4 (\$)
Gross Salary (position advertised across General Staff Levels 6 & 7)	78,549	93,187
Superannuation (14% superannuation contribution depends on employee contributing 3% of pre tax salary)	10,997	13,046
Salary Packaging Grossed Up (Based on utilising the full \$15,900 salary packaging component plus the \$2,550 Meal Entertainment Card.)	9,765	9,924
Leave Loading (Payable on the last pay before Christmas (first year will be a pro rata payment))	1,581	1,664
Total Salary Package	100,892	117,821