



## POSITION DESCRIPTION

School of BioSciences  
Faculty of Science

# Marketing and Communications Manager

<b>POSITION NO</b>	0064051
<b>CLASSIFICATION</b>	UOM 8
<b>SALARY</b>	\$119,742 - \$129,607 p.a
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>WORKING HOURS</b>	Part-time (0.4 FTE)
	<b>FLEXIBLE EMPLOYMENT</b>
	The University of Melbourne is strongly committed to supporting diversity and flexibility in the workplace. Applications for part-time or other flexible working arrangements will be welcomed and will be fully considered subject to meeting the inherent requirements of the position.
<b>BASIS OF EMPLOYMENT</b>	Fixed-Term until 30 June 2025
<b>OTHER BENEFITS</b>	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
<b>HOW TO APPLY</b>	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Sue Tan Tel 8344 2043 Email <a href="mailto:tansl@unimelb.edu.au">tansl@unimelb.edu.au</a>  <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:  
[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## ***Acknowledgement of Country***

The University of Melbourne acknowledges the Traditional Owners of country throughout Australia. The University recognises the unique place held by Aboriginal and Torres Strait Islander peoples as the original custodians of country and their continued connection to the land, waterways, songlines and culture. The University respects all Aboriginal and Torres Strait Islander People and warmly embrace those students, staff, Elders and collaborators who identify as First Nations.

## ***Position Summary***

The Centre of Excellence for Biosecurity Risk Analysis (CEBRA), hosted by the University of Melbourne's School of BioSciences, is a multi-disciplinary, applied research group that develops data-driven solutions for real-world problems. We critically challenge the status quo by investigating and introducing new tools and perspectives that provide more efficient, effective, and robust solutions to global biosecurity issues. Working closely with the Australian and New Zealand governments, we respond flexibly and creatively to the challenges presented by our research partners, to ensure they are at the forefront of risk analysis and management.

Reporting to Business Manager, the primary focus of this role will be to develop marketing and communication material for the Centre of Excellence for Biosecurity Risk Analysis.

Working in a multi-disciplinary team, the incumbent will require experience in designing, implementing and managing marketing and communication programs for scientific material. Specifically, website development & maintenance, the creation of research newsletters, conference marketing material and the development of CEBRA's social media profile on platforms such as X and LinkedIn. The incumbent will also be required to contribute to annual reporting, board papers, the promotion of new research projects, the development of training resources for stakeholders, and writing plain language media releases for research project outputs.

### ***1. Key Responsibilities***

- ▶ Manage the marketing and communications for the Centre of Excellence for Biosecurity Risk Analysis (CEBRA) and Centre for Environmental and Economic Research (CEER).
- ▶ Develop and execute strategies to build the public profile and professional image of Centre of Excellence for Biosecurity Risk Analysis.
- ▶ Translate and summarise the complex science behind research projects into easy-to-understand pieces of writing for both the public and for CEBRA's stakeholders (government and industry)
- ▶ Consult with stakeholders to set up engagement initiatives to understand their requirements and views of CEBRA
- ▶ Create distinct written and visual content that engages audiences and stakeholders about significant projects and project outputs.
- ▶ Promote team-work and collaboration within CEBRA.
- ▶ Adhere to all obligations, responsibilities and legislative requirements under current Occupational Health and Safety (OH&S) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 4.
- ▶ Develop and provide regular reports on marketing and engagement statistics to CEBRA's governance board.

- ▶ Other duties as directed by the supervisor.

## **2. Selection Criteria**

### **2.1 ESSENTIAL**

- ▶ Postgraduate qualification, or progress towards achieving qualifications in marketing, journalism, or similar subject; or an equivalent combination of relevant experience and/or education/training
- ▶ Highly developed communication skills with the demonstrated ability in translating complex science to a diverse audience and across a variety of media types (e.g. Social media, newsletters, conferences).
- ▶ Experience facilitating or presenting at workshops and conferences
- ▶ Extensive experience in translating scientific material into written and visual content that engages audiences and stakeholders.
- ▶ Extensive experience in website development/maintenance and use of multiple social media platforms
- ▶ Experience in developing promotional videos, newsletters and training resources
- ▶ Demonstrated ability to perform and work both as a part of a team and autonomously.
- ▶ An attention to detail and an aptitude for self-learning.

### **2.2 DESIRABLE**

- ▶ Interest in science translation.
- ▶ Experience with developing stakeholder surveys & reporting

## **3. Job Complexity, Skills, Knowledge**

### **3.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The incumbent reports to the Centre of Excellence's Business Manager and will work closely with the multi-disciplinary CEBRA team members on a day-to-day basis. The incumbent is expected to show a high level of independence while being expected to consult with other team members before implementing or engaging in any significant marketing or communication programs.

### **3.2 PROBLEM SOLVING AND JUDGEMENT**

The incumbent requires strong problem-solving skills to effectively translate complex science used to inform governmental and industry policy and operational decision-making. The incumbent is expected to resolve problems through the application of experience, good judgement and consultation with other team members. The incumbent is expected to demonstrate a 'can do' attitude in problem solving, applying judgment based on their professional experience and acquired knowledge

### 3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent must have a strong and current understanding of the different marketing and communication platforms and initiatives available. It is critical that the incumbent can communicate effectively to a wide audience both internally and externally (e.g., academics, governments and industry). The incumbent will must have a good understanding of what the objectives of CEBRA and how it's science is used to improve biosecurity policy and operational decision-making and risk analytics in Australia.

### 3.4 RESOURCE MANAGEMENT

There are no direct resources allocated to this position.

### 3.5 BREADTH OF THE POSITION

The incumbent is expected to communicate effectively both internally and externally with a wide range of clients from academic, government and industry. The incumbent is expected to establish good working relationships with those stakeholders and clients.

The position requires experience in a wide range of technical and complex tasks, relying on a broad understanding what the Centre of Excellence for Risk Analysis aims to achieve.

## 4. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion, and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the Advancing Melbourne strategy that addresses diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Advancing Melbourne.

## 5. *Occupational Health and Safety (OHS)*

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

## **6. Other Information**

### **6.1 THE SCHOOL OF BIOSCIENCES**

<https://biosciences.unimelb.edu.au>

This position offers an opportunity to join the University of Melbourne's School of BioSciences, which is home to over 50 research groups, 5 research centres, 160 academic staff, and 240 Research Higher Degree students. The School's work spans from discovery to biotechnology, with expertise in areas such as ecology and evolution, marine biology, microbial biology, genetics and genomics, animal behaviour, biosecurity and pest management, reproductive biology, systems biology, biological pollution, and botany. The School also plays a key role in the Bachelor of Science, Bachelor of Biomedical Science, and Environmental Science programs and offers a Masters in Biotechnology

### **6.2 FACULTY OF SCIENCE**

<http://www.science.unimelb.edu.au>

Science at Melbourne is a global leader across fundamental and impactful scientific research and education. Science begins with curiosity, and we are dedicated to understanding the universe from the level of sub-atomic particles to the solar system. We aim to be leaders who positively impact the community locally and globally, addressing major societal issues from climate change to disease. Our discoveries help build an understanding of the world around us.

Our strength is our breadth of expertise. We are the second largest faculty in the University comprising seven schools: Agriculture, Food & Ecosystem Sciences, BioSciences, Chemistry, Geography, Earth & Atmospheric Sciences, Mathematics & Statistics, Physics and Veterinary Science.

This depth of knowledge positions the faculty to better understand, explore and impact our world and humanity, within a truly comprehensive Faculty of Science.

We have more than 150 years of experience in pioneering scientific thinking and analysis, leading to outstanding teaching and learning and offer a curriculum based on highly relevant research. We aim to train students with the knowledge and intellectual flexibility to drive the industries of tomorrow and lead across all levels of society.

We offer a range of undergraduate, honours, graduate and research degrees, enrolling more than 11,500 undergraduate and 3,750 graduate students.

We are dedicated to delivering leading transformative educational outcomes, underpinned by research, and an inclusive and inspiring student experience.

Excellence comes in many forms and diversity of thought, perspective and disciplines is essential to deliver globally leading science. At the core of our success is our focus on an inclusive environment for all in our community. Our Faculty's focus on equity, inclusion

and belonging is grounded in our endeavour to ensure we are best placed to advance research, teaching and serve diverse national and global communities.

As a Science community we sit across five of the University's campuses – Parkville, Dookie, Burnley, Creswick and Werribee. This reach provides us with a unique perspective that is beneficial to our teaching and research. It also means we can offer our students a greater variety of learning experiences and internships to engage with industry partners to solve real-world issues.

The Faculty is custodian of the Bio21 Molecular Science and Biotechnology Institute, Melbourne Energy Institute, Melbourne Biodiversity Institute, Oceania Institute, Office for Environmental Programs, Australian Mathematical Sciences Institute (AMSI) and the Indigenous Knowledge Institute and home to numerous Centres.

### 6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

### 6.4 ADVANCING MELBOURNE

The University's strategic direction is grounded in its purpose. While its expression may change, our purpose is enduring: to benefit society through the transformative impact of education and research. Together, the vision and purpose inform the focus and scale of our aspirations for the coming decade.

Advancing Melbourne reflects the University's commitment to its people, its place, and its partners. Our aspiration for 2030 is to be known as a world-leading and globally connected Australian university, with our students at the heart of everything we do.

- ▶ We will offer students a distinctive and outstanding education and experience, preparing them for success as leaders, change agents and global citizens.
- ▶ We will be recognised locally and globally for our leadership on matters of national and global importance, through outstanding research and scholarship and a commitment to collaboration.
- ▶ We will be empowered by our sense of place and connections with communities. We will take opportunities to advance both the University and the City of Melbourne in close collaboration and synergy.
- ▶ We will deliver this through building a brilliant, diverse and vibrant University community, with strong connections to those we serve.

The means for achieving these goals include the development of the University of Melbourne's academic and professional staff and the capabilities needed to support a modern, world-class university. Those means require a commitment to ongoing financial sustainability and an ambitious infrastructure program which will reshape the campus and

our contribution to the communities we engage with. This strategy, and the priorities proposed, is centred around five intersecting themes; place, community, education, discovery and global.

## **6.5 GOVERNANCE**

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>