Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

Monash Sustainable Development Institute (MSDI) aims to improve the understanding and the interplay between society and the environment, to generate the knowledge needed to solve related complex, interdisciplinary problems, and to develop policy, management and technology options. MSDI is committed to delivering solutions to key sustainability challenges through promoting and facilitating research, embedding sustainability into education programs and partnering with government agencies, industry, philanthropic organisations and other universities to continue to conduct and produce research and education that leads to meaningful impacts for a more sustainable Australia.

ClimateWorks Australia develops expert, independent and practical solutions and provides advice to assist the transition to net zero carbon emissions for Australia and Asia Pacific. A non-profit organisation, ClimateWorks was co-founded in 2009 by The Myer Foundation and Monash University and works within Monash Sustainable Development Institute. ClimateWorks also benefits from strong relationships with an international network of affiliated organisations that support effective policies, financing and action for greenhouse gas emissions reductions.

Since launch, ClimateWorks has made significant progress. Acting as a bridge between research and action, its collaborative, end-to-end approach to solutions that will deliver greatest impact is informed by a thorough understanding of the constraints of governments and the practical needs of business. This, combined with philanthropic funding and university ties, has earned the organisation an outstanding reputation as a genuine and impartial adviser.

In the pursuit of its mission, ClimateWorks looks for innovative opportunities to reduce emissions, building an evidence-base for action through a combination of robust research and analysis, clear and targeted engagement, and effective capacity strengthening. ClimateWorks supports decision makers with tailored information and the tools they need, and works with key stakeholders to remove obstacles and help facilitate conditions that encourage and support the transition to a prosperous, net zero emissions future. To learn more about this work, visit www.climateworksaustralia.org.
The role of the Content Specialist is primarily to support ClimateWorks to achieve its ‘impact goals’ by assisting in translating ClimateWorks’ research and engagement activities into content that is engaging and easily understood by non-technical audiences. The role will also ensure consistent application of approved brand and style guidelines and oversee development and delivery of our annual ‘Impact Report’.

The position will write, edit and proofread new content while ensuring that all documents meet content standards, including strict adherence to approved ClimateWorks brand guidelines. The Content Specialist also gathers and translates impact data into annual Impact Reports. In addition, the incumbent is responsible for answering day to day enquiries regarding communication administration and ad hoc requests to the communication team. The Content Specialist will be a leader, who can work independently and multitask. Writing experience is a must, as is creativity with a passion and energy for evidence based content.

The aim of the Content Specialist is to assist ClimateWorks to promote results of their research and projects, and influence action on climate change, particularly by government and business. In supporting ClimateWorks, the Content Specialist will make an important contribution to Australia’s transition toward a low carbon future.

**Reporting Line:** The position reports to the External Communications Manager who will provide broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budget Responsibilities:** Not applicable

**KEY RESPONSIBILITIES**

1. **Under broad direction from the External Communications Manager, collaborate with ClimateWorks staff to translate technical reports, papers and other content into compelling content for a diverse range of audiences (non-technical)**

2. **Write, develop and implement creative and targeted communications content aimed at building ClimateWorks profile across a range of digital and print mediums**

3. **Gather and translate evidence of organisational impacts into an annual impact report, and with the support of the broader communications team, oversee the full production of reports from concept and design, through to delivery**

4. **Respond to both planned and ad hoc internal and external stakeholder requests to the communications team for support, including regular liaison with MSDI marketing and communications staff**

5. **Provide advice and support to ClimateWorks staff on content creation, structure and delivery of targeted communications for internal and external stakeholders, ensuring alignment with communication strategies, and consistent adherence and representation of approved brand and style guidelines**

6. **Build and maintain strong collaborative relationships with ClimateWorks staff and other communications stakeholders, supporting the broader team to meet content delivery expectations**

7. **Provide other operational support as directed by the External Communications Manager and any other duties as required and as appropriate for the incumbent’s level of competence**

**KEY SELECTION CRITERIA**

**Education/Qualifications**

1. The appointee will have:
   - A degree qualification in a relevant field with extensive relevant experience in marketing, communication, media relations or related discipline; or
• extensive experience and management expertise in technical or administrative fields; or
• an equivalent combination of relevant experience and/or education/training

Knowledge and Skills

2. Demonstrated expertise and experience with content creation for a wide range of communications methods including traditional media, social media and digital communication

3. Successful track record in delivering highly effective communications projects

4. Successful track record in ensuring organisation-wide brand, tone and style consistency across all internal and external communications touchpoints

5. Demonstrated experience working with and creating communications content for a diverse range of stakeholders, including business and government

6. Excellent organisational skills, including the ability to set priorities, manage time, and work effectively under pressure

7. Demonstrated ability to work as an effective member of a team as well as the ability to work with independence, judgement and initiative

8. A high level of computer literacy, including MS Office (Word, PowerPoint, Excel) desktop publishing tools and web based mail programs and Google Apps

OTHER JOB RELATED INFORMATION

• Travel to other campuses of the University may be required
• There may be a requirement to work additional hours from time to time
• There may be peak periods of work during which taking of leave may be restricted

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.