SENIOR COMMUNICATIONS AND MARKETING COORDINATOR

DEPARTMENT/UNIT          Department of General Practice, School of Public Health and Preventive Medicine
FACULTY/DIVISION         Medicine Nursing and Health Sciences
CLASSIFICATION          HEW Level 7
DESIGNATED CAMPUS OR LOCATION  553 St Kilda Road, Melbourne

ORGANISATIONAL CONTEXT

At Monash, work feels different. There’s a sense of belonging, from contributing to something ground-breaking – a place where great things happen. You know you’re part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the challenges of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and diversity. When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an inclusive workplace culture for our staff regardless of ethnicity or cultural background. We have also worked to improve gender equality for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – #ChangeIt with us.

The Faculty of Medicine, Nursing and Health Sciences is the largest faculty at Monash University, a global university with campuses across Victoria and international locations in Indonesia, Malaysia, China, India and Italy.

Our Faculty offers the most comprehensive suite of professional health training in Victoria, consistently ranked in the top 40 universities worldwide for clinical, pre-clinical and health sciences.
We want to improve the human condition. That is our vision - it has no expiration date. By educating the current and future healthcare workforce, and undertaking medical research, both discovery and clinical, our students, staff and alumni all work to directly improve people’s quality of life, reduce health inequality and promote greater health and social outcomes.

We’re globally recognised for our quality education of over 63,000 doctors, nurses, and allied health professionals and health researchers. The future health of our communities is underpinned by the sustained excellence of our education and research capabilities.

We are ambitious and committed to maintaining our position as a leading international medical research and teaching university. We’re recognised for the quality of our graduates, the scale and depth of our research, our commitment to translational research, and as a thriving biotechnology hub. To learn more about the Faculty, please visit www.monash.edu/medicine.

Our Faculty includes four Sub-Faculties: Health Sciences, Clinical and Molecular Medicine, Biomedical Medicines, and Translational Medicine and Public Health.

The School of Public Health and Preventive Medicine is committed to our vision of Health and wellbeing for all people and communities. We are one of the largest schools of public health in the Asia Pacific region. Through generating and synthesising impactful evidence, supporting the strengthening of our health systems and informing and transforming policy and practice, we can help overcome the health challenges being faced across Australia and more broadly. We have skills, knowledge and excellence across a range of disciplines including epidemiology, research methodology, biostatistics, research ethics, governance, clinical trials, clinical quality registries, qualitative research, evidence synthesis, implementation science, health economics, genomics, forensic science, health systems, services and policy, and clinical practice. This provides a strong foundation upon which we can inform, support and sustain equitable improvements in health for individuals and communities. The School is part of the Faculty of Medicine, Nursing and Health Sciences centred at the Alfred Hospital Campus with satellite units and partners embedded across other major Monash affiliated hospitals, research institutes and public health organisations.

The Department of General Practice is one of the largest in Australia with approximately thirty staff and a large number of higher degree research students. Its research strengths are in the areas of women’s health, vulnerable populations, guideline development and implementation in primary care and prevention and management of chronic and complex conditions.

SPHERE is a NHMRC-funded Centre of Research Excellence in Sexual and Reproductive Health for Women in Primary Care. This is the first dedicated Centre to lead research that is aimed at improving the quality, safety, and capacity of primary health care services to achieve better outcomes in women’s sexual and reproductive health. Based in the Department of General Practice, SPHERE supports the design and conduct of studies in the following key areas that inform the delivery of women’s sexual and reproductive health services: driving data-informed transformation into policy and practice; building system and workforce capacity; and understanding and responding to women’s needs. This research program is guided by a team of national and international clinician researchers and experts in women’s health, general practice, gynaecology and reproductive health, psychology, epidemiology, sociology, pharmacy, nursing, sexual health, family planning, health services research, clinical practice, and education and training.

**POSITION PURPOSE**

The Senior Communications and Marketing Coordinator offers sophisticated strategic and operational guidance to bolster SPHERE’s strategies, programs, and endeavours. Serving as a pivotal liaison between SPHERE, the Faculty of Medicine Nursing and Health Sciences, and University stakeholders, this role engages with both internal and external client groups. Collaborating closely with central Strategic Marketing and Communications and the Faculty marketing team, the position ensures harmonization with the overarching strategies of the Faculty and University.
The position holds responsibility for developing and maintaining an extensive network of both internal and external connections to facilitate marketing and communication avenues. This includes providing expert liaison and consultation with relevant stakeholders, including senior academic staff and other partners working in the area of women’s health. Ensuring seamless coordination with all SPHERE members and working groups, this role will guarantee timely dissemination of research findings across various channels.

The primary focus of the Senior Communications and Marketing Coordinator is to develop, manage and implement the SPHERE annual Marketing and Communications plan across key marketing channels. These include the website, branding and messaging, social media, videos, newsletters, publications, and media outreach. Additionally, the role will also oversee the development and maintenance of the SPHERE stakeholder list and delivering an informative and engaging dissemination plan based on relevant research and program activity.

This position also provides support to projects and events and undertakes a variety of general administrative duties to meet the operational demands of the SPHERE.

**Reporting Line:** The position reports to the SPHERE Manager under broad direction

**Supervisory Responsibilities:** Not applicable

**Financial Delegation:** Not applicable

**Budgetary Responsibilities:** Not applicable

### KEY RESPONSIBILITIES

1. Co-ordinate and deliver a high-quality program of services, systems or administrative processes in accordance with marketing and communications best practice, SPHERE’s strategic priorities, and University policies and procedures

2. Work with SPHERE members to share knowledge and expertise in the area of marketing and communications, and oversee the dissemination and communication of SPHERE’s research and advocacy activities and outcomes to key stakeholders and the broader community

3. Co-ordinate a work environment of continuous review and improvement by overseeing SPHERE’s dissemination strategy and activities across different media and reporting on process and service efficiency and implementing performance improvement measures

4. Undertake research, data analysis and management in relation to SPHERE’s marketing and communication strategy, including producing reports

5. Provide expert and authoritative advice, guidance and training as required to effectively communicate SPHERE’s research and advocacy activities

6. Build and sustain cooperative and productive working relationships with an extensive network of researchers, colleagues, clients and stakeholders to ensure efficiency and timeliness of SPHERE’s dissemination and communication activities.

7. Other duties as directed from time to time

### KEY SELECTION CRITERIA

**Education/Qualifications**

1. The appointee will have:
   - A degree qualification in a relevant field with extensive relevant experience; 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 experience in a strategic marketing and communications role with a focus on delivering excellence.

3. Highly developed planning and organisational skills, with experience establishing priorities, implementing improvements and meeting deadlines

4. Demonstrated relationship management and consulting skills, including the ability to interact with, negotiate with and gain co-operation from, internal and external stakeholders

5. Demonstrated analytical, research and problem solving skills and the ability to identify and recommend solutions to challenging issues

6. Highly developed interpersonal and communication skills with the ability to prepare professional documentation for various audiences and provide expert marketing and communications advice

7. Advanced computer literacy and ability to utilise cloud-based applications

8. Demonstrated experience with digital communications tools including email marketing programs, website CMS, Canva or similar

9. Highly developed content creation and communications skills for key marketing and communications channels.

10. Demonstrated ability to work autonomously and cooperatively in a team environment and foster excellence and continuous improvement

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
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.