POSITION DESCRIPTION

Position Title: Marketing and Communications Officer
Organisation Unit: Rural Clinical School
Position Number: NEW
Type of Employment: Part-time (0.6 FTE), Fixed term appointment
Classification: Hew Level 6

THE UNIVERSITY OF QUEENSLAND

The University of Queensland (UQ) contributes positively to society by engaging in the creation, preservation, transfer and application of knowledge. UQ helps shape the future by bringing together and developing leaders in their fields to inspire the next generation and to advance ideas that benefit the world. UQ strives for the personal and professional success of its students, staff and alumni. For more than a century, we have educated and worked with outstanding people to deliver knowledge leadership for a better world. UQ ranks in the world’s top universities, as measured by several key independent ranking, including the Performance Ranking of Scientific Papers for World Universities (43), the US News Best Global Universities Rankings (52), QS World University Rankings (47), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (60). UQ again topped the nation in the prestigious Nature Index and our Life Sciences subject field ranking in the Academic Ranking of World Universities was the highest in Australia at 20.

UQ has an outstanding reputation for the quality of its teachers, its educational programs and employment outcomes for its students. Our students remain at the heart of what we do. The UQ experience – the UQ Advantage – is distinguished by a research enriched curriculum, international collaborations, industry engagement and opportunities that nurture and develop future leaders. UQ has a strong focus on teaching excellence, winning more national teaching excellence awards than any other in the country and attracting the majority of Queensland’s highest academic achievers, as well as top interstate and overseas students.

UQ is one of Australia’s Group of Eight, a charter member of edX and a founding member of Universitas 21, an international consortium of leading research-intensive universities.

Our 50,000-plus strong student community includes more than 13,000 postgraduate scholars and more than 12,000 international students from 144 countries, adding to its proud 240,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.8 billion annual operating budget. Its major campuses are at St Lucia, Gatton and Herston, in addition to teaching and research sites around Queensland and Brisbane city. The University has six Faculties and four University-level Institutes. The Institutes, funded by government and industry grants, philanthropy and commercialisation activities, have built scale and focus in research areas in neuroscience, biomolecular and biomedical sciences, sustainable minerals, bioengineering and nanotechnology, as well as social science research.
UQ has an outstanding track-record in commercialisation of our innovation with major technologies employed across the globe and integral to gross product sales of $11billion+ (see http://uniquest.com.au/our-track-record).

UQ has a rapidly growing record of attracting philanthropic support for its activities and this will be a strategic focus going forward.

**Faculty of Medicine**

The University of Queensland’s Faculty of Medicine is an internationally recognised provider of world-class education and research. The research-intensive Faculty has a gross budget of almost $300 million, employs approximately 1000 continuing and fixed-term staff (headcount), has a community of more than 4000 non-salaried academic appointees and around 3200 students (headcount).

The Faculty of Medicine offers Australia’s largest medical degree program for graduates and school-leavers. Undergraduate and postgraduate programs are available in the disciplines of Medicine, Health Sciences, E-Health, Mental Health, Biomedical Sciences and Public Health.

The Faculty possesses enormous strengths spanning research, teaching, industry engagement and clinical practice in disciplines ranging from the basic sciences, biomedical research and development, to clinical trials and public health. Research projects within the Faculty have already led to discoveries with far-reaching social and economic impacts, including the revolutionary Gardasil (TM) vaccine for cervical cancer (Professor Ian Frazer) and a drug discovery EMA401 (Professor Maree Smith), a first-in-class oral treatment for chronic pain which through Spinafex Pharmaceuticals led to Australia’s largest biotechnology commercialisation deal. Faculty staff include three highly cited authors, one Fellow of the Royal Society (FRS), three Fellows of the Australian Academy of Science (FAA) and 12 Fellows of the Academy of Health and Medical Sciences (AAHMS). The Faculty is a core member of Brisbane Diamantina Health Partners, the Brisbane-wide academic health science system.

Educational offerings in biomedical sciences, medicine and public health are informed and supported by research activity across a range of fundamental and clinical areas of importance including recognised strengths in cancer, skin diseases, brain and mental health, maternal and child health and genomics. Cutting-edge facilities such as the Herston Imaging Research Facility (HIRF), the UQ Centre for Clinical Research (UQCCR), our laboratories in the Translational Research Institute (TRI) and the new Centre for Children’s Health Research (CCHR) enable outstanding research outcomes and sharpen our understanding of cancer, autoimmunity, mental disorders, infectious diseases and neurological disease. Further details are available at [www.medicine.uq.edu.au](http://www.medicine.uq.edu.au).

**The University of Queensland Rural Clinical School**

The University of Queensland Rural Clinical School (UQRCS) envisages securing a self-sustaining medical workforce for regional Queensland through excellence in medical education, research and community service. With a footprint encompassing the greater part of central and western regional Queensland, the School comprises four clinical sites – Rockhampton, Bundaberg, Hervey Bay and Toowoomba. Significant investment in people and training infrastructure at each site provides the operational focus for a network of smaller clinical training locations in host communities across the state. With a recurrent budget of up to $9 million per annum provided through the Australian Government’s Rural Health Multidisciplinary Training (RHMT) Program and a capital works portfolio in excess of $20 million, UQRCS is a substantial enterprise.
The Clinical School is the rural base for the delivery of the UQ medical program. There is a long tradition of success working in partnership with healthcare systems and service providers to train senior (Phase 2) medical students. Each year, more than 500 medical students engage with the rural experience through a range of long term (1-2 years) placements or shorter term (4-16 weeks) learning opportunities.

The learner experience is characterised by real world, rich and authentic learning opportunities and extensive community involvement. In this regard, our work is informed by the Academic Discipline of Rural and Remote Medicine which is embedded in our education structure. UQRCS pursues the latest innovations in medical education and training. There is a focus on scenario-based training in purpose-built Simulated Learning Environments (SLE) together with Technology Enabled Learning (TEL). Our learning framework supports a more generalist, integrated approach to deliver well-trained, safe and work-ready interns to local training hospitals.

In partnership with the health system, the health care profession (including the Colleges) and education providers, UQRCS engages with every stage of the rural health learning continuum. The journey starts with learners of rural origin health care, progresses through undergraduate and pre-vocational training and culminates with contributions to vocational training and continuing professional development.

A rapidly expanding research profile focusses on clinical research, epidemiology/population health and rural health workforce. There is a significant component of Indigenous health research, particularly programs designed to translate and improve health outcomes amongst the Indigenous population. Research productivity is evidenced through a successful track record in attracting competitive funding from agencies such as the NHMRC and, in 2015, at least 51 peer-reviewed manuscripts published in journals varying from ‘Rural and Remote Health’ to ‘Nature Genetics’.

Information for Prospective Staff

Information about life at UQ including staff benefits, relocation and UQ campuses is available at - http://www.uq.edu.au/current-staff/working-at-uq

DUTY STATEMENT

Primary Purpose of Position

The purpose of this position is to provide specialised marketing and communications support and services to achieve and deliver on the overall objectives of the Communications Management Strategy and Communications Plan of the UQ Regional Training Hubs.

The position will assist all three UQ Regional Training Hubs in Central Queensland, Wide Bay and Southern Queensland and their respective teams and work across this footprint to implement effective marketing and communications strategies that promote the retention of medical graduates to rural and regional areas.

Duties

Duties and responsibilities include, but are not limited to:

- Manage the Communications Management Strategy to ensure the effectively delivery of the Communications Plan.
- In accordance with Faculty and University corporate guidelines, design and/or coordinate the production of various internal or external marketing and
communication material to promote various aspects of the project to key stakeholders.

- Manage the development of web content to promote rural medical careers and actively seek new content, make recommendations for improvements in consultation with the Faculty of Medicine Marketing Team.
- Utilise emerging technologies and marketing tools to provide increased communication and engagement with key stakeholders and promote the ongoing work of the Regional Training Hubs.
- Identify, research, write and edit copy for media, print and online.
- Provide content and write articles for University and Faculty publications where required.
- Liaise and build positive working relationships with key stakeholders to identify opportunities and ensure a representative range of stories is produced to promote rural medical careers.
- Assist in the promotion and execution of events as organised by the project.
- Work in collaboration with the Faculty Marketing and Communications Team and UQRCS Communications and Engagement Coordinator to achieve the stated objectives.
- Any other duties as reasonably directed by your supervisor.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including but not exclusive to:

- the University’s Code of Conduct
- requirements of the Queensland occupational health and safety (OH&S) legislation and related OH&S responsibilities and procedures developed by the University or Institute/School
- the adoption of sustainable practices in all work activities and compliance with associated legislation and related University sustainability responsibilities and procedures
- requirements of the Education Services for Overseas Students Act 2000, the National Code 2007 and associated legislation, and related responsibilities and procedures developed by the University

Organisational Relationships

The position reports to the Project Manager, UQ Regional Training Hubs, Rural Clinical School.

SELECTION CRITERIA

Essential

- Completion of degree in communications, marketing or a related area with extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.
- Demonstrated success in developing and implementing marketing and communication strategies.
- Demonstrated experience in working with e-technologies in a marketing context and a sound understanding of web tools and multimedia software such as Adobe Photoshop and InDesign.
- Experience and advanced skills in the use of graphic design.
- Demonstrated experience in undertaking webpage design and development and/or maintenance of website content.
- Well-developed written communication skills encompassing the ability to write with clarity, accuracy and precision and proof read a wide range of documents.
- Proven organisational, administrative and time management skills.
- Highly developed oral and interpersonal skills, including demonstrated ability to develop effective working relationships with a range of stakeholders in a professional and confident manner.
- Ability to work both autonomously and collaboratively within a team as necessary.
- Ability to exercise initiative and professional judgement.

**Desirable**

- Experience working within a University environment or a similar complex environment.
- Possess a creative and innovative approach to projects and tasks.

The University of Queensland values diversity and inclusion and actively encourages applications from those who bring diversity to the University. Please refer to the University’s Diversity and Inclusion webpage ([http://www.uq.edu.au/equity](http://www.uq.edu.au/equity)) for further information and points of contact if you require additional support.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.