POSITION DESCRIPTION

Position Title: Senior Communications and Information Officer
Organisation Unit: School of Biological Sciences/ARC Centre of Excellence for Environmental Decisions (CEED)
Position Number:
Type of Employment: Part-time fixed term appointment until 31 December 2018
Classification: HEW 7

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 (45), the US News Best Global Universities Rankings (52), QS World University Rankings (51), 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 secured a greater share of Australian Research Council grants in 2016 ($24.5 million) than any other university nationally.

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 230,000-plus alumni. The University has about 7,000 academic and professional staff and a $1.7 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 will have further success in this area as an important strategic aim going forward.

Organisational Environment

The School of Biological Sciences is part of the Faculty of Science and is one of the largest and most successful of its type in Australia, with 49 full-time academic staff, and over 250 enrolled PhD students. The School has broad expertise across ecology and evolution, molecular and quantitative genetics, paleobiology, developmental biology, behaviour, plant and animal physiology, and conservation biology. Our research programs involve a diverse array of taxa, ranging across microbes, animals and plants, including a particular focus in the areas of marine biology and entomology. Unique opportunities for biological research are provided by our proximity to a stunning array of marine and terrestrial subtropical habitats and their endemic biodiversity.

Information about the Faculty and the School may be accessed on the Faculty’s web site at http://www.science.uq.edu.au/.

The ARC Centre of Excellence for Environmental Decisions (CEED) commenced in 2011 with $11.9 million funding from the Australian Research Council (ARC). ARC Centres of Excellence are world class, internationally competitive research teams investigating, and finding solutions to, challenging and important Australian and international problems. Since 2011, CEED has been pushing the frontiers of environmental decision science. Our aim is to benefit environmental science, policy and management across Australia and around the world by solving complex problems of environmental management and monitoring in a rapidly changing and uncertain world.

CEED is a partnership of five collaborating organisations (University of Queensland, University of Melbourne, Australian National University, RMIT University and University of Western Australia) and five partner organisations, (CSIRO, Trinity College Dublin, Imperial College London, Hebrew University of Jerusalem Israel and the US Geological Survey).

Our researchers are recognised as global leaders in fundamental environmental science and we put a high priority on the career development of the next generation of conservation researchers. Our complement of over 100 researchers - chief investigators, partner investigators, Post-Doctoral Fellows and senior researchers, and PhD students - collaborate extensively across node and disciplines. We see this collaborative culture as the key to our success.

The Centre is led by a Director based at The University of Queensland and a Deputy Director based at the University of Melbourne. The Centre’s operations are managed from the School of Biological Sciences, University of Queensland in Brisbane.

Further information on the Centre and activities can be found at the CEED website www.ceed.edu.au.

Information for Prospective Staff
DUTY STATEMENT

Primary Purpose of Position

To lead the communications and information management activities of the ARC Centre of Excellence for Environmental Decisions (CEED), and develop the Centre’s publications, reporting and promotional material, and implement outreach strategies to enhance engagement with key stakeholders.

The incumbent will maintain strong working relationships with the CEED membership across the various Nodes, and UQ research and operational staff including the School of Biological Sciences, Faculty of Science, Library and the Research Management Office.

Duties

Duties and responsibilities include, but are not limited to:

Management, Strategy and Development

- Develop an expert understanding of the Centre’s research activities, its strategic objectives, and the nature of the higher education and discipline-related industries.
- Work with CEED Director and Operations Manager to implement and manage an effective communications annual plan, targeting CEED’s key stakeholders to create measurable change in perception over time.
- Core responsibility will be to implement the CEED 2016 – 2018 strategic plan and measure the effectiveness of CEED’s communication and outreach activities.
- Develop and maintain positive relations between all CEED Nodes, Partner Organisations, other institutions, the UQ Research Office, and other relevant sections of UQ.
- Work collaboratively with CEED’s research partners on joint communications and promotional activities, including showcasing the impact of CEED research.
- Other duties, consistent with the level of appointment in the job family concerned, as directed by the Operations Manager.

Communications and Promotional Activities

- Identify and develop communication and promotional products to leverage media, funding and partnership opportunities for the Centre in the legacy phase of its operations.
- Manage the design and production process of CEED promotional material including brochures, posters, flyers, promotional videos; and useful templates for staff.
- Research, write and edit articles for UQ and CEED publications and presentations; write copy for various media/audiences including the web; and develop, write and contribute to external publications for promotional purposes as required and be the liaison for media enquiries, working with the UQ’s Office of Marketing and Communications.
- Provide communications advice to CEED staff in line with CEED’s communications plan to increase opportunities for engagement with existing and potential stakeholders.
- Coordinate the production and distribution of the CEED publications for engagement activities.
- Manage the maintenance of CEED’s mailings lists.
- Manage the content and production of CEED’s newsletter and Annual Report.
• Manage the ongoing maintenance of the CEED image library; take photos of new staff members and co-ordinate photo shoots.
• Ensure that the Centre’s marketing activities complement those of the University and that UQ and ARC branding guidelines are upheld.
• Coordinate the planning and running of aspects of marketing and promotional activities for CEED including key Centre events (e.g. Roadshow activities, conferences).

Website and Social Media Activity
• This position is the Centre’s webmaster and oversees the development and addition of content to the Centre’s website as well as responding to feedback and taking appropriate action.
• Develop strategies and manage CEED’s social media activity, in conjunction with the students assigned to support social media platforms.
• Perform basic image/graphic manipulation and basic collateral design using for website and hard/softcopy use when required.

Administration
• Collect and store data on an ongoing basis on key aspects of the centre’s operations that is relevant for reporting purposes (e.g. media appearances and press reports, prizes, participation in community events, etc) supported by Node managers and the COO.
• Maintain an up to date online bibliographic record of all research publications for CEED, in conjunction with assistance from the UQ Library.

Staff supervision
• Provide day to day guidance to and activity oversight of casual communications staff, consultants and students undertaking or contributing to CEED communications roles or projects.
• Assist the Chief Operations Officer to conduct performance appraisal of roles which incorporate communications activities.

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 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 Chief Operations Officer. The position works closely with professional staff within CEED, the School of Biological Sciences, Faculty of Science and Central UQ Research Office.
SELECTION CRITERIA

**Essential**

- A degree in communications, public relations, journalism or related area and extensive relevant experience in a university or complex environment; or an equivalent combination of education/training and relevant experience.
- Outstanding written communication skills, with demonstrated experience in and knowledge of communications/public relations/media strategy and experience in producing complex publications.
- Demonstrated knowledge and understanding of marketing and communications strategy development in a complex organisation.
- Demonstrated knowledge and understanding of new communications technologies and how they apply to strategic marketing and communications.
- Demonstrated knowledge with the techniques of web design, graphic design, print production and broadcasting.
- Demonstrated creative ability and an aptitude for innovative approaches.
- Excellent interpersonal and communication skills with individuals at all levels including research leaders, management, students and funding groups.
- Ability to operate independently within established Centre framework and guidelines while prioritising competing work demands and meeting deadlines.
- High level organisational and time management ability.
- Strong client service focus.
- Demonstrated ability to be professional, diplomatic and to maintain confidentiality.
- High level of work ethic and integrity commensurate with the importance of this position.

**Desirable**

- Well-developed working relationships with Media contacts
- Knowledge of University HERDC reporting, publication collection, research impact assessment and research information systems, or the ability to rapidly acquire such knowledge.

The University of Queensland values diversity and inclusion.

Applications are particularly encouraged from Aboriginal and Torres Strait Islander peoples. For further information please contact our Australian Indigenous Employment Coordinator at: atsi_recruitment@uq.edu.au

Applications are also encouraged from women.

This role is a part-time position; however flexible working arrangements may be negotiated.