POSITION DESCRIPTION

Position Title: Marketing and Communications Officer
Organisation Unit: Faculty of Medicine, Centre for Health Services Research
Position Number: 3033461
Type of Employment: Part time (0.8FTE), fixed-term appointment for 1 year
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 (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.

**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).

**Organisational Environment**

The Australasian Kidney Trials Network (AKTN) is a unit of the Faculty of Medicine’s Centre for Kidney Disease Research which sits under the newly formed Centre for Health Services Research at the University of Queensland. It is located in the Translational Research Institute at the Princess Alexandra Hospital campus in Woolloongabba. The AKTN is a not-for-profit and was developed to deliver high quality clinical trials to improve the health and wellbeing of people with kidney disease. This collaborative research group engages with consumers of research, nephrologists, renal and research nurses, epidemiologists, biostatisticians, and other allied health professionals to design, conduct and support “public-good” clinical trials focussed on improving appropriate patient-centred outcomes. The main functions facilitated by the AKTN are:
The development of protocols for clinical trials in the area of kidney disease.
Coordinating multi-centre clinical trials in Australia and New Zealand.
Offering database and statistical support to Investigators conducting renal research.
Fostering collaborations between nephrologists, renal nurses and allied health professionals for research output.
Providing educational opportunities for researchers and investigators.
Establishing links with similar investigator-led networks in Australia, and Internationally, to improve research outcomes.

Further information on the Australasian Kidney Trials Network visit the website at www.aktn.org.au

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-ug
DUTY STATEMENT

Primary Purpose of Position

The Marketing and Communications Officer is responsible for the organisation, coordination and implementation of all marketing and communication activities with a specific focus on engaging AKTN’s diverse stakeholders.

In support of the AKTN’s research and research education activities, this position will also provide high-level administrative support to Executive staff when required.

Duties

Duties and responsibilities include, but are not limited to:

Communication/Marketing
- Ensure all Marketing/Communications follow AKTN’s new Strategic Plan 2020
- Perform marketing research and subsequent analysis to support a new Marketing and Communications Plan
- Design, develop and implement stakeholder engagement strategies for the AKTN, in collaboration with colleagues, to enhance the Network’s reputation and profile and expand engagement with key networks and stakeholders
- Develop various marketing collateral (e.g. trial posters, presentations, infographics, and report templates)
- Ensure all marketing/communication output adheres to the brand guidelines (AKTN and UQ)
- Lead communications best practice for AKTN and actively work with colleagues to improve internal capabilities and processes in relation to stakeholder engagement, and use of relevant technologies and tools
- Develop and update online content for various audiences and communication channels
- Maintain and develop a suite of e-news communications tools and employ emerging technologies and social networking tools such as podcasts, twitter and blogging, to provide increased communication and engagement
- Keep across best practice in print and digital publications and identify trends in web development and online communications
- Provide marketing/communication performance reports to the team as needed
- Any other duties as reasonably directed by your supervisor

Administration
- Prepare draft correspondence, agendas and other documentation in support of the Scientific Committee and other trial-related committees
- Provide administrative support to AKTN Senior Executive staff as required
- Keep a record of AKTN’s publications
- Keep a record of AKTN’s engagement 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 Clinical Operations Manager, Australasian Kidney Trials Network

SELECTION CRITERIA

Essential

- Qualifications and training equivalent to an undergraduate degree in business administration, marketing, communications or related field; with subsequent relevant experience or an equivalent combination of relevant experience and/or education/training
- Qualification and/or graphic design experience to an intermediate level with experience in using Adobe CC Suite (InDesign, Photoshop and Illustrator)
- Demonstrated experience in developing and implementing marketing and communications strategies to achieve measurable results
- Digital marketing skills including experience with managing several social media accounts
- Experience with using various marketing software/services/tools (a CRM (Saleforce preferred), CMS (Wordpress preferred) with Google Analytics, and Email Newsletter Automation services)
- Ability to undertake marketing research and perform relevant analyses to inform strategy
- Ability to translate complex medical research information into creative and engaging content (e.g. in the form of newsletters and social media posts)
- Experience with Microsoft Office Suite (Word, Outlook, Excel, PowerPoint and Email applications)
- Ability to work independently and collaboratively as an effective team member, manage competing demands and establish priorities

*If you do not meet all essential criteria items but are able to demonstrate your ability to quickly learn these skills, you are still encouraged to apply.

Desirable

- Sound knowledge of University policy and procedures or the ability to rapidly acquire this knowledge.
- A qualification/training/experience in a scientific, nursing, pharmacy or related health discipline.
- A background and/or keen interest in technology and new systems/software to enhance marketing/communications operations*
- Experience with using Videoconferencing software (I particular, Zoom) *
- Experience with using Cloud-Storage services (e.g. Google Drive and Google Docs)
- Photography/Videography skills highly desirable

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 full-time position; however flexible working arrangements may be negotiated.