POSITION DESCRIPTION

Position Title: Communications Officer
Organisation Unit: Institute for Molecular Bioscience
Position Number: TBC
Type of Employment: Full time, fixed term, four months
Classification: HEW Level 6/7

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 (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.

Organisational Environment

IMB is a global leader in multidisciplinary life sciences research, bringing together 500 researchers from across the globe for disease discovery, application and sustainable futures.

Formed in 2000 as an initiative of The University of Queensland, State and Federal Governments and private philanthropy, IMB is one of the largest life sciences institutes in the Asia-Pacific region. It has capitalised on one of the greatest periods of discovery in history – the genetic and molecular basis of life and its diversity.

Our research is framed through six research centres focusing on superbug infection, pain, heart disease, inflammation, solar biotechnology and the interplay of genomics and disease. We also undertake research in cancer, brain injury and disease, the environment and agricultural solutions.

Institute scientists use a range of model systems and facilities to advance their research in chemistry and structural biology, genomics of development and disease, and in cell biology and molecular medicine.

IMB’s combination of life, pharmacological and chemical researchers means that the Institute can take life science discoveries from genome to drug design and application – for health, disease and for the sustainability of our cities, fuels and foods.

IMB is proud of its strong reputation as a generator of new knowledge. With 66 patents and 11 spin-outs to our name, UQ’s IMB has a strong record of economic development, impact and innovation through partnership.

We actively pursue equity and diversity in the workplace, and are proud participants in UQ’s efforts for accreditation in the Athena SWAN program.

The IMB stands at the forefront of basic life sciences research, a vital segment of research continuum that seeks to comprehend the most fundamental processes of life. Through our research programs and vision, we aim to inspire the next generation of scientists. We believe that we have a responsibility to contribute to society, not just by finding solutions to global problems, but to positively impact the public perception of fundamental research and make public engagement part of our research culture.

Our major sponsors are the National Health and Medical Research Council and the Australian Research Council. While our researchers are normally funded in large part by one or the other organisation, we actively seek engagement through partnerships with health organisations, non-government organisations, State and Federal Government and through philanthropy.

Through the vision of our Institute, the passion of our researchers, IMB pulls the pieces together, sees the bigger picture and asks the burning questions.
IMB’s research outcomes are protected and commercialised by UQ-owned technology transfer group UniQuest.

Details of the research interests of the Institute may be accessed on the Institute’s website at: https://imb.uq.edu.au.

Information for Prospective Staff

The Institute recognises and values equity and diversity, and encourages applications from any individual who meets the requirements of this position irrespective of gender, sexuality, race, ethnicity, religion, disability, age or other protected attributes.

IMB strives to provide an inclusive working environment, and along with the University is committed to supporting staff with family and caring responsibilities by providing policies, programs and initiatives to help balance work and family responsibilities.

Specific initiatives at IMB can be found at (https://imb.uq.edu.au/about/equity-and-diversity-imb)

Further 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

This role’s primary objective is to assist with the creation, production, dissemination and evaluation of IMB’s communications and engagement activities, including preparation of original material such as media releases, publications, graphic design, photos, videos and digital content to improve awareness of IMB’s research capabilities, impact and services in Australia and internationally.

Duties

Duties and responsibilities include, but are not limited to:

Communications

- Implement communication and marketing strategies to promote IMB research and initiatives – both internally and externally – through websites, social media, email, publications, newsletters, events and other suitable communication channels
- Actively work with colleagues to improve internal capabilities and processes in relation to publication and web design, event marketing, stakeholder engagement and use of relevant technologies and tools
- Assist in the production of digital content such as videos and photos, which may include the co-ordination of external photography and videography suppliers
- Co-ordinate IMB’s photo library and digital assets
• Produce regular digital media reports reviewing user engagement with IMB’s website, social media platforms and other digital content to help drive the effectiveness and continual improvement of IMB’s digital strategy

• Assist in writing media releases, seeking approvals, pitching to media and responding to media enquiries.

Design
• Assist in the development of a range of high-quality digital resources through the whole publication process, including design, layout and production.

Website
• Develop, manage and upload content for the IMB website, including creation of a calendar for updating content to ensure its currency and accuracy

• Assist with implementation of best-practice Search Engine Optimisation (SEO) strategies for the IMB website to promote the institute’s research, impact and capabilities.

Other
• Other duties as requested by the Communications Manager.

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 Communications Manager, Institute for Molecular Bioscience.
SELECTION CRITERIA

Essential

- A degree in marketing, communications or public relations with subsequent relevant experience OR an equivalent combination of education/training and/or experience is required.
- Familiarity with software packages such as Adobe InDesign, Photoshop, Premiere Pro and Vision6.
- Excellent interpersonal skills including the ability to communicate effectively with diverse groups, both within the University and the broader community, and a commitment to client service.
- High-level written and oral communication skills, including the ability to write for a range of publications and audiences.
- Experience with using the UQ Drupal system, preferably with Site Builder capabilities.
- Experience using social media channels such as Facebook, Twitter and Instagram, to market.
- An understanding of the importance of corporate identity, visual style guide, tone of voice guidelines and branding requirements, and the ability to apply these policies.
- Ability to take initiative and work co-operatively and collaboratively.
- Capacity to liaise effectively and relate well to research staff.
- Ability to work independently and organise and prioritise workload to meet deadlines while still maintaining a high level of quality and close attention to detail.

Desirable

- Photographic and video skills will be highly regarded.
- Experience in the marketing and communications of life sciences research.

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.