POSITION DESCRIPTION

Position Title: Media and Communications Officer, Life Course Centre
Organisation Unit: Institute for Social Science Research
Position Number: 3038552
Type of Employment: 0.6 FTE Part-time, Fixed Term
Classification: HEW Level 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 (65). 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 $11 billion+ (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

The ARC Centre of Excellence for Children and Families over the Life Course (the Life Course Centre) will advance research targeted at reducing the intergenerational transmission of disadvantage in Australia and internationally. The Centre will tackle the problem of deep and persistent disadvantage which is characterised by the spread of social and economic poverty within families and across generations despite overall improvements in the broader society. The Life Course Centre aims to identify the drivers of disadvantage in Australia and to develop innovative solutions to mitigate or reverse its impact. To achieve these aims, the Centre will:

1) Identify the principal causes of disadvantage in Australian families and the key threat points in a person’s life course so that public resources can be directed appropriately towards pre-identified risks.

2) Examine the impacts of remedial public policy and public/private program solutions to disadvantage.

3) Implement a range of social interventions to evaluate the effectiveness of targeted solutions to reduce disadvantage on multiple levels, including a population trial of parenting interventions.

The University of Queensland is the administering node for the Centre and the collaborating organisations include the University of Western Australia, the University of Sydney and the University of Melbourne.

Information about the Life Course Centre may be accessed at http://www.lifecoursecentre.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-uq

DUTY STATEMENT

Primary Purpose of Position

The Media and Communications Officer, under broad direction, will coordinate and implement a range of activities that support the Life Course Centre’s strategic goals for research translation and impact. These range from general Centre news, to working papers, fact sheets, policy briefings and position papers, and the Annual Report.

This role reports to the Centre Manager, Life Course Centre. This position will also build and manage positive relationships with the Centre’s research and professional staff across four university partners to ensure integrated and effective engagement outputs. This will include building effective relationships with all marketing and communication offices, particularly within ISSR and UQ as the administering node. It is expected that the incumbent will build relationships within the Australian Research Council Communications team, and
communications staff at external partner agencies, including government and not-for-profit organisations.

**Duties**

Duties and responsibilities include, but are not limited to:

**Marketing and Communications**

- Contribute to the development, implementation and evaluation of Centre engagement strategies and campaigns, including collaborations with a range of academic and professional staff within the Centre, and across and external to UQ.
- Develop and deliver research translation tools for Centre research, with target audiences ranging from the general public to policy makers and corporate and not-for-profit stakeholders.
- Substantive responsibility over Centre-managed publications, newsletters, websites, and social media accounts, to create timely, effective and relevant online communications. Maintain best practice to support the Centre’s engagement with stakeholders through visual devices, text, digital media, and other engagement interfaces.
- Source content, research, interview, write, edit and produce original material, for internal and external distribution using a range of media approaches.
- Seek opportunities for centre researchers to engage with the broader media.
- Actively work with colleagues to improve internal capabilities and processes in relation to research translation, event marketing, stakeholder engagement, and use of relevant technologies and tools.
- Seek opportunities for co-created communications and media with significant external stakeholders.
- Ensure all marketing and communication material is accurate and that it complies with accepted publication standards within The University of Queensland, the Life Course Centre and the Australian Research Council.
- Work collaboratively with the LCC Reporting and Analysis Coordinator to develop and maintain processes for tracking engagement KPIs.

**Events**

- Work with the Relationship Management and Events Coordinator to market and publicise Life Course Centre outreach and training events, including in-event support for major events, and post-event communications.

**Stakeholder Management Systems**

- Ensure the integrity of, and currency of data in, CRM and e-DM systems, in coordination with Centre stakeholder relationship managers.

**Travel and Out of Hours Work**

- Attend programs and/or functions outside normal business hours if required.
- The position is primarily based at the Long Pocket Precinct with infrequent local or interstate travel.
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 Centre Manager, Life Course Centre
SELECTION CRITERIA

Essential

- A degree in marketing, communications, journalism or a related discipline with at least four years subsequent relevant experience; or an equivalent combination of relevant experience and/or education/training.
- Exceptional writing skills with a journalistic flair and an ability to create original content, based on varied levels of inputs and degrees of complexity, with high impact for audiences. Demonstrated ability to write with clarity, accuracy and precision in a timely manner.
- Well developed and proven knowledge of integrated marketing and communications tactics and methods. Includes experience in the digital space, including e-newsletters (eDM), social media campaigns, and web content management systems; and experience in the production of print materials such as brochures, fact sheets and annual reports.
- Demonstrated ability to manage multiple projects and tasks simultaneously, adapting to changing needs, with close attention to detail and prioritisation to meet deadlines.
- Ability to use judgement, act independently, and take initiative to solve problems with a commitment to the ethos of best practice and a willingness to apply yourself to all levels of tasks to see a job through to completion, while also working effectively as a valued team member.
- Demonstrated ability to establish effective relationships and to work collaboratively with diverse stakeholders both within and external to the University, including academic and professional staff.
- Proficiency in the use of the Microsoft Office suite of software, CRM systems or databases, mass communication software such as Vision 6, and website CMS such as Word Press.

Desirable

- Experience in the field of Higher Education or in the public sector.
- Knowledge of or strong interest in the social sciences or in the translation of social science or other academic research for a general audience.

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) 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.