POSITION DESCRIPTION

Position Title: Digital Communications Officer  
Organisation Unit: Queensland Brain Institute  
Position Number: NEW  
Type of Employment: Fixed Term, Full Time  
Classification: HEW Level 5

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 (45), QS World University Rankings (48), Academic Ranking of World Universities (55), and the Times Higher Education World University Rankings (69). UQ again topped the nation in the prestigious Nature Index, and our Academic Ranking of World Universities result in the field of Life and Agricultural Sciences is 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://uniqeust.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 Queensland Brain Institute (QBI) works to understand the development, organisation and function of the brain. We aim to understand the neural circuits in the brain, how their function results in behavioural outcomes, and how dysfunction of these circuits leads to disorders such as dementia, Parkinson’s disease and schizophrenia. We aim to (1) Develop novel therapeutic approaches to treat disorders of neural function and (2) Use our understanding of brain function to improve learning in classrooms and in the workplace.

Established in 2003, QBI is housed on the St Lucia campus of UQ. It is home to more than 450 staff and students, including 41 group leaders.

Over the past decade QBI has become known as one of the world's leading neuroscience research institutes. It played a key role in contributing to UQ attaining the highest possible score of 5 for neuroscience, in both the 2010, 2012, and 2015 Excellence in Research for Australia (ERA) reviews, one of only two universities in Australia to achieve this.

Information about the Institute may be accessed on the Institute’s web site at www.qbi.uq.edu.au.

The Australian Institute for Bioengineering and Nanotechnology (AIBN) is a dynamic multi-disciplinary research institute dedicated to developing technology to alleviate societal problems in the areas of health, energy, manufacturing and environmental sustainability. AIBN brings together the skills of more than 450 world-class researchers complimented by an extensive suite of integrated facilities, working at the intersection of biology, chemistry, engineering and computer modelling. With a reputation for delivering translational science, AIBN conducts research at the forefront of emerging technologies, and has developed strong collaborations with leading members of industry, academia and government. AIBN goes beyond basic research to develop the growth of innovative industries for the benefit of the Queensland and Australian economies.

Information about the Institute can be accessed on the Institute's web site at http://www.aibn.uq.edu.au/.

The Institute for Molecular Bioscience (IMB) is a leading global life sciences research institute committed to improving quality of life through research. IMB was established in 2000 as UQ’s first research institute and is the cornerstone of one of the largest bioscience research precincts in Australia.

The Institute is home to more than 450 researchers, postgraduate students and support staff from more than 40 countries who work in partnership with their academic, industry and clinical colleagues around the world to advance knowledge in areas including pain, rare diseases, inflammation, superbug infection, cardiovascular disease, environmental research, drug discovery and development, cancer, diabetes and obesity, and reproductive health. Our mission is to drive the bioeconomy and create better health; our vision is to be a life sciences institute with global impact.
By investigating how we grow and develop at the genetic, molecular, cellular and organ levels, IMB researchers can better understand the development processes and pathways involved in human and animal health and disease. The institute also has the technical capacity to translate its new knowledge into drugs, diagnostics and technologies to more effectively prevent, detect and treat disease; and pursue opportunities in a range of biotechnology applications for health, industry and the environment.

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/

The Digital Communication Officer role sits within the Queensland Brain Institute.

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

Under the guidance of the Digital Communications Manager, you will be responsible for the creation of digital assets for the websites of the Queensland Brain Institute (QBI), Australian Institute for Bioengineering and Nanotechnology (AIBN) and Institute for Molecular Bioscience (IMB). The Digital Communications Officer will assist in the management of the website and digital channels, including: content creation, monitoring, and reporting. This role will also assist with broad strategic and operational communications and activities for the Institutes and ensure an integrated communications and marketing approach.

Duties

Duties and responsibilities include, but are not limited to:

Web and Digital Content

- Write, edit, and update content for the QBI website and intranet
- Accept principal quality control responsibility for website
- Assist with reports on the use and effectiveness of the website
- Develop and manage web updating processes
- Video Creation (filming, editing, title creation)

Social Media

- Develop original social media content
- Manage, maintain, moderate and update social media
- Implement social media activities as part of wider communication plans
- Online reputation management – identify threats and opportunities

**General Communication**

- Collate content and create e-marketing communications for the Institute, including newsletters.
- Liaise closely and build positive relationships with staff at various levels across the Institute and University to facilitate the efficient production of e-marketing communications.
- Source photographs for a range of purposes, including media releases, social media and publications.
- Such other duties as may be required from time to time, as appropriate for the job family and level of the position.
- Assist in reporting of digital 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 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 Digital Communications Manager, Queensland Brain Institute.
SELECTION CRITERIA

**Essential**

- Completion of a bachelor degree in journalism/communications or a related area plus at least 3 years’ experience in website content management and functionality with a demonstrated understanding of website development, or an equivalent combination of relevant experience and/or education/training
- Thorough knowledge of and ability to use and implement web and social media applications and technologies, such as Google.
- Demonstrated ability to effectively use social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc).
- A high level of computer literacy, keen eye for design and the ability to use a range of computer software packages including content management systems, Microsoft Office, multimedia software and graphics software packages, such as Photoshop.
- High level organisational skills, including an ability to set, enforce and meet deadlines.
- Well-developed interpersonal communication, negotiation and relationship-building skills and the ability to employ those skills to improve work processes.
- Demonstrated ability with photography and multimedia production for the web, including video and podcasts.

**Desirable**

- Knowledge of the higher education sector and the strategic requirements of a leading Group of Eight university are highly desirable
- Completion of a bachelor degree in science or a related area, or a strong interest and knowledge of science
- Experience in video editing (Adobe Premiere Pro)
- Experience in podcast/audio editing (Adobe Audition)

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.

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

Accessibility requirements and/or adjustments can be directed to [hr.qbi@uq.edu.au](mailto:hr.qbi@uq.edu.au)