POSITION DESCRIPTION

Position Title: Engagement Officer
Organisation Unit: National Imaging Facility / Office of Pro-Vice-Chancellor – Research Infrastructure
Position Number: 3043969
Type of Employment: Full time, fixed term
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 (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://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

National Imaging Facility

The National Imaging Facility (NIF) is an Australia wide collaborative network of world-class imaging infrastructure, which was established in 2007, one of the four initiative projects implemented by the Australian Government, under the National Collaborative Research Infrastructure Strategy (NCRIS) Characterisation capabilities program. NIF provides state-of-the-art imaging capabilities for the imaging of human, animals, plants, and materials and consists of 10 Nodes (University of Queensland, University of New South Wales, University of Sydney, Western Sydney University, The Florey Institute of Neuroscience and Mental Health, Large Animal Research & Imaging Facility, University of Melbourne, Monash University, Swinburne University of Technology, and University of Western Australia) together with ANSTO, as a national partner in radiophysics and radiopharmaceuticals.

Connecting Researchers with Infrastructure, NIF provides cutting-edge imaging technologies and highly specialized expertise in three main themes of:

- Molecular Imaging and Radiochemistry;
- Human Imaging; and
- Animals, Plants, and Materials Imaging.

The NIF organizational structure consists of Independent Board, Participant Council, Operations Committee, Thematic Groups, Industry Engagement Committee and Advisory Panel, and the NIF Central management team. The Centre for Advanced Imaging (CAI) at the University of Queensland hosts the largest Node of NIF and is also the base of NIF Central Management. For further information on NIF please visit www.anif.org.au.

Centre for Advanced Imaging

The Centre for Advanced Imaging (CAI) is a strategic initiative of The University of Queensland, reflecting the growth in biotechnology, biomedical and materials research requiring advanced imaging capabilities. As a leading imaging research facility in Australia, and one of a handful in the world, CAI brings together the skills of a critical mass of researchers and ‘state-of-the-art’, world- or Australian-first research imaging instruments. NMR, EPR, MRI, PET, CT and optical imaging are now key platform research technologies for studying the structure and function of biomolecules and living organisms, from proteins to the human.

Further details on the Centre for Advanced imaging and the research interests of its staff can be found on CAI’s website www.cai.uq.edu.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

This position will manage the communication, stakeholder engagement, and marketing initiatives for the National Imaging Facility, to implement the Facility’s goals in strengthening research and increasing engagement with institutional and industrial partners. This includes the management and continuous assessment of promotions, contribution to marketing strategy development, and outreach engagement plans for NIF.

Duties

Duties and responsibilities include, but are not limited to:

Outreach and Engagement

- Develop, implement, and represent NIF in its outreach and engagement activities;
- Work closely with NIF CEO, COO, and the Industry Engagement Committee to develop new initiatives for engagement with national and international partner organisations;
- Support the Node Directors, Facility Fellows and the Tech Transfer offices at the NIF partner institutions, through provision of promotional materials and advice on best practice in engagement with academic and industry researchers;
- Implement the strategies recommended by the Industry Engagement Committee to foster relations with industry;
- Identify and capture new opportunities for NIF through effective marketing and communications to engage external stakeholders;
- Liaise and develop professional relationships with a range of NIF-related internal and external communities, including NCRIS communication network, NIF fellows, facilities’ user communities, and NIF thematic groups;
- Manage general enquiries – refer, resolve or respond to general enquiries from internal or external bodies;
- Responsible for the management and coordination of NIF events such as scientific exhibitions, events, conferences and promotional visits;
- Develop and promote NIF brand, image, capabilities and activities, including but not limited to:
  - Website maintenance and updates,
  - Promotional material preparation (newsletters, advertising brochures, achievements and highlights),
  - Scientific events such as workshops and symposiums.
- Communicate the strategy of NIF, using Program Logic to plan for Impact as it develops future Investment Plans.
- Manage social media and other contemporary communications and marketing methods for NIF and analyse data through analytical tools (Google and Twitter Analytics, etc.) to provide marketing insights;
- Engage with Australian Research Data Commons and other eResearch projects to identify opportunities for NIF to be a major contributor.
**Administration**

- Coordinate NIF eResearch projects, including the Characterisation Data-enhanced Virtual Laboratory, and Science Cloud, and communicate updates with the NIF network.

- In consultation with COO, develop and maintain NIF usage record through the NIF Customer Relationship Management (CRM) system and extract reports as required.

**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**

This position reports to the NIF COO and will be based at the Translational Research Institute (TRI), Woolloongabba, but may be required to work at the University Campus in St Lucia at times.
SELECTION CRITERIA

**Essential**
- Completion of a degree in business and marketing, or science, or a related field, with subsequent relevant experience; or extensive experience and specialist expertise or broad knowledge in marketing and communication or an equivalent combination of relevant experience and/or education/training.
- Experience in developing promotional and print media material as well as marketing and social media campaigns.
- Experience in event management including planning, administration and liaising with internal and external stakeholders.
- High level written and oral communication skills including the ability to write content for publications, advertisements, social media, the web and an ability to undertake public speaking roles.
- High level organisational skills and the ability to prioritise and meet deadlines whilst demonstrating accuracy and strong attention to detail.
- Effective interpersonal communication skills including the ability to develop relationships with staff at all levels and work collaboratively.
- Demonstrated experience in the use of computer applications for communications purposes, particularly in Microsoft Office, Adobe Illustrator, Photoshop, and InDesign.

**Desirable**
- Knowledge of the Australian Research Infrastructure landscape.
- Knowledge of and experience in the higher education sector.

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.