# POSITION DESCRIPTION

<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Senior Communications and Engagement Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organisation Unit:</td>
<td>Queensland Genomics Health Alliance (QGHA), Office of the Deputy-Vice Chancellor (Research)</td>
</tr>
<tr>
<td>Position Number:</td>
<td>3043723</td>
</tr>
<tr>
<td>Type of Employment:</td>
<td>Full-time, Fixed Term</td>
</tr>
<tr>
<td>Classification:</td>
<td>HEW 6</td>
</tr>
</tbody>
</table>

## 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://uniqest.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 Deputy Vice-Chancellor (Research) is a member of the University’s Senior Executive and has responsibility for the development and advancement of the University’s profile in research and research training. This includes the strategic management of research at an institutional level; development of research policy; management of strategic research funding; development of research collaborations in Australia and overseas. The Deputy Vice-Chancellor (Research) also interacts closely with Executive Deans and Institute Directors who have operational responsibility for research development within the University’s Faculties and Institutes respectively, and chairs the University Research Committee, a committee of the Academic Board that promotes and supports research and research training within the University.

The Deputy Vice-Chancellor (Research) is supported by the staff in the UQ Research and Innovation portfolio. Units within the portfolio have responsibility to support the University’s research community through strategic engagement with external stakeholders, funding organisations and research partners; international collaborations; grants management; research performance data management, contract negotiation; and research ethics and integrity.

Further information is available at: http://www.uq.edu.au/research.

Queensland Genomics Health Alliance

On the 22nd of September 2015, the Queensland State Government announced a $25m five-year commitment to research aimed at integrating genomics into everyday healthcare.

Potentially positioning Queensland as a world-leader in the translation of genomics research into healthcare practice, the Queensland Genomics Health Alliance (QGHA) will encourage collaboration within and between the state’s health system and research and academic communities to discover how genomics can improve health outcomes for Queenslanders.

With a charter to be patient-centred and clinically-led, The University of Queensland has been chosen to lead the QGHA, working collaboratively with all universities in the State, key Queensland-based research organisations, the Queensland Hospital and Health Services network, private health providers and associated health organisation throughout the State.

Further information is available at: http://www.qgha.org

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 Senior Communications and Engagement Officer will support and deliver the activities required to build the public profile of the QGHA, both throughout Queensland and nationally.

The Senior Communications and Engagement Officer will support identification and engagement with key stakeholders, both internal and external to the Alliance, including health professionals, patients, community advocacy groups, the general public, researchers, medical scientists and government.

This will involve working collaboratively across the QGHA Program, as well as communications personnel from Alliance member and Project organisations, to develop content and manage communications across a range of channels, including briefings, media, social media, website, events, and e-newsletters.

Duties

Duties and responsibilities include, but are not limited to:

- Identify and plan how communications and engagement can support QGHA objectives, and the QGHA Program.
- Work with funded projects to devise and implement communications and engagement activities.
- Provide secretariat and administrative support for the QGHA Community Advisory Group.
- Plan, manage and deliver events and other communication and engagement activities often concurrently.
- Develop content and oversee the administration for a range of communications and engagement channels, including media, social media, website, events, e-newsletters, reference groups and others identified in the communications strategy.
- Monitor, evaluate and report on the effectiveness of communications and engagement activities.
- Identify, develop and maintain positive working relationships with key internal and external stakeholders.
- Other duties relating to communication and engagement, as directed by the Communications and Engagement Manager.

Other

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

- 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 and Engagement Manager, Queensland Genomics Health Alliance.
SELECTION CRITERIA

**Essential**

- Completion of a recognised bachelor’s degree in communications, engagement, marketing, journalism or a related discipline with at least 3 years’ relevant work experience, or an equivalent combination of experience and/or education/training.

- Demonstrated experience in researching and writing news stories or media releases, and other communications collateral.

- Demonstrated experience in planning and managing events.

- Demonstrated experience in simultaneously coordinating multiple key communications and engagement activities.

- Highly developed interpersonal written and oral communication skills with demonstrated ability to write clearly, concisely and appropriately for specific audience groups, and communicate with diverse groups, both within the University and the broader community.

- Highly developed planning and organisational skills and ability to work in a dynamic environment.

- Experienced user of office software including Microsoft Office Suite.

**Desirable**

- Experience in IT programs including the Adobe Creative Suite, media monitoring systems, e-newsletter systems, website content management systems, and social media platforms.

- Demonstrated capability in coordinating and administering community or other engagement groups.

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 contact listed in job advertisement.