POSITION DESCRIPTION

Position Title: Marketing and Communications Manager
Organisation Unit: Rural Clinical School
Position Number: NEW
Type of Employment: Full 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 (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 240,000plus 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.

**Faculty of Medicine**

The University of Queensland’s Faculty of Medicine is an internationally recognised provider of world-class education and research. The research-intensive Faculty has a gross budget of almost $300 million, employs approximately 1000 continuing and fixed-term staff (headcount), has a community of more than 4000 non-salaried academic appointees and around 3200 students (headcount).

The Faculty of Medicine offers Australia’s largest medical degree program for graduates and school-leavers. Undergraduate and postgraduate programs are available in the disciplines of Medicine, Health Sciences, E-Health, Mental Health, Biomedical Sciences and Public Health.

The Faculty possesses enormous strengths spanning research, teaching, industry engagement and clinical practice in disciplines ranging from the basic sciences, biomedical research and development, to clinical trials and public health. Research projects within the Faculty have already led to breakthroughs with far-reaching social and economic impacts, including the revolutionary Gardasil (TM) vaccine for cervical cancer (Professor Ian Frazer) and a drug discovery EMA401 (Professor Maree Smith), a first-in-class oral treatment for chronic pain which through Spinifex Pharmaceuticals led to Australia’s largest biotechnology commercialisation deal. Faculty staff include three highly cited authors, one Fellow of the Royal Society (FRS), three Fellows of the Australian Academy of Science (FAA) and 12 Fellows of the Academy of Health and Medical Sciences (AAHMS). The Faculty is a core member of Brisbane Diamantina Health Partners, the Brisbane-wide academic health science system.

Educational offerings in biomedical sciences, medicine and public health are informed and supported by research activity across a range of fundamental and clinical areas of importance including recognised strengths in cancer, skin diseases, brain and mental health, maternal and child health and genomics. Cutting-edge facilities such as the Herston Imaging Research Facility (HIRF), the UQ Centre for Clinical Research (UQCCR), our laboratories in the Translational Research Institute (TRI) and the new Centre for Children’s Health Research (CCHR) enable outstanding research outcomes and sharpen our understanding of cancer, autoimmunity, mental disorders, infectious diseases and neurological disease. Further details are available at www.medicine.uq.edu.au.

**The University of Queensland Rural Clinical School**

The University of Queensland Rural Clinical School (UQRCS) envisions securing a self-sustaining medical workforce for regional Queensland through excellence in medical education, research and community service. With a footprint encompassing the greater part of central and western regional Queensland, the School comprises four clinical training sites: Rockhampton, Bundaberg, Hervey Bay and Toowoomba and three Regional Training Hubs (RTH): RTH Central Queensland, RTH Southern Queensland and RTH Wide Bay. Significant investment in people and training infrastructure at each site provides the operational focus for a network of smaller clinical training locations in host communities across the state. With a
recurrent budget of up to $11 million per annum provided through the Australian Government’s Rural Health Multidisciplinary Training (RHMT) program and a capital works portfolio in excess of $20 million, the UQRCS is a substantial enterprise.

The UQRCS is the rural base for the delivery of the UQ medical program. There is a long tradition of success working in partnership with healthcare systems and service providers to train senior (Phase 2) medical students. Each year, more than 500 medical students engage with the rural experience through a range of long term (1-2 years) placements or shorter term (4-16 weeks) learning opportunities.

The learner experience is characterised by real world, rich and authentic learning opportunities and extensive community involvement. In this regard, our work is informed by the Academic Discipline of Rural and Remote Medicine which is embedded in our education structure. UQRCS pursues the latest innovations in medical education and training. There is a focus on scenario-based training in purpose-built Simulated Learning Environments (SLE) together with Technology Enabled Learning (TEL). Our learning framework supports a more generalist, integrated approach to deliver well-trained, safe and work-ready interns to local training hospitals.

In partnership with the health system, the health care profession (including the Colleges) and education providers, UQRCS engages with every stage of the rural health learning continuum. The journey starts with learners of rural origin health care, progresses through undergraduate and pre-vocational training and culminates with contributions to vocational training and continuing professional development.

A rapidly expanding research profile focusses on clinical research, epidemiology/population health and rural health workforce. There is a significant component of Indigenous health research, particularly programs designed to translate and improve health outcomes amongst the Indigenous population. Research productivity is evidenced through a successful track record in attracting competitive funding from agencies such as the NHMRC and, in 2015, at least 51 peer-reviewed manuscripts published in journals varying from ‘Rural and Remote Health’ to ‘Nature Genetics’.

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](http://www.uq.edu.au/current-staff/working-at-uq)

DUTY STATEMENT

Primary Purpose of Position

The Marketing & Communications Manager will be responsible for the development and implementation of an annual marketing and communications strategy for key client groups within the UQRCS (including the RTHs). The position will offer strategic advice to the Head of School, the Senior Manager and RTH Project Manager and/or other key stakeholders to deliver on their communication goals and broader strategic objectives.
Duties

Duties and responsibilities include, but are not limited to:

- Development and implementation of an approved annual marketing and communications strategy, ensuring activities are aligned with the broader strategic objectives of the Faculty and University.
- Maintain effective relationships, attend relevant leadership meetings and partner closely with clients to develop an understanding of their activities and the environment in which they operate.
- Provide expert marketing and communication solutions to assist the UQRCS Team in achieving their objectives.
- Provide regular reports back to the UQRCS outlining relevant marketing and communications activity being implemented.
- Manage marketing and communication projects and utilise emerging technologies and marketing tools to provide increased communication and engagement with key internal and external stakeholders.
- Maintain and cultivate positive working relationships and offer excellent customer service to the UQRCS and with the University’s Office of Marketing & Communications.
- Effectively manage relationships with external suppliers such as writers, photographers, videographers, graphic designers and printers, in accordance with relevant policies and procedures.
- Identify, research, write and edit original material for various internal or external communications such as press releases, promotional material, reports, presentations, videos, newsletters and other marketing communications collateral.
- Design and/or coordinate the production of various internal or external marketing and communication material.
- Manage website and actively seek new content, make recommendations for improvements and guide stakeholders in the further development and implementation of change to new webpages.
- Coordinate the planning and running of events, working collaboratively with colleagues in the Faculty Marketing and Communications team and University Office of Marketing and Communications and oversee the UQRCSs representation at key, university-wide marketing and promotional events such as Open Day.

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 Senior Manager, UQRCS.
Travel and Out of Hours Work

- Oversee the UQRCSs representation at key, university-wide marketing and promotional events such as Open Day, and TSXPO (where relevant).
- Attend programs and/or functions outside normal business hours if required.
- This position must be based at one of our four clinical sites – Rockhampton, Bundaberg, Hervey Bay and Toowoomba. This position may require some travel, the individual must be willing to undertake air travel as needed particularly between the Rural Clinical School sites and any of the University’s domestic campuses or locations.

SELECTION CRITERIA

Essential

- A degree in communications, marketing or a related area with at least 4 years’ extensive relevant experience, or an equivalent combination of relevant experience and/or education/training.
- Demonstrated success in developing and implementing marketing and communication strategies.
- Substantial experience in the development and preparation of complex electronic and print media, including an understanding of social media and experience using social media tools for external and internal communications.
- Well-developed written and oral communication skills and strong interpersonal skills including the ability to develop and maintain relationships with a variety of stakeholders
- Ability to exercise initiative and professional judgement.
- High level organisational and time management ability.
- Ability to work both autonomously and collaboratively within a team as necessary with the ability to operate with discretion and confidentiality.
- Possess a creative and innovative approach to projects and tasks.

Desirable

- Experience working within a University environment or a similar complex environment.

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.

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