POSITION DESCRIPTION

Position Title: Media and Communications Manager
Organisation Unit: Faculty of Medicine and Biomedical Sciences
Position Number: 3026412
Type of Employment: Full-time, Fixed-Term 12 months
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 $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.

**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 discoveries 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 Spinafex 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.

**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 Manager assists the Manager (Marketing and Communications) to develop and implement effective communications and public relations strategies that promote academic and research programs offered across the Faculty of Medicine and Biomedical Sciences.

The Media and Communications Manager will be a key contact point for the media and will work as part of the Faculty Marketing and Communications Team to ensure an integrated communications and marketing function for the faculty.

Duties

Duties and responsibilities include, but are not limited to:

- Work in consultation with the Senior Manager, Strategic Marketing and Communications to develop and implement effective communications and public relations strategies for the Faculty of Medicine. Identify, research, write and edit copy for media, multimedia, print, and online.
- Lead and manage media enquiries, assist journalists and organise media events for the Faculty.
- Provide media and communications advice and assistance to UQ Faculty of Medicine and staff.
- Develop and implement an effective internal communications strategy that achieves the objectives of our various client portfolios.
- Represent the Faculty on relevant university committees, working parties or project teams as necessary.
- Assist in developing strategic plans in consultation with the School Heads and relevant staff and assist in implementing promotional activities and marketing collateral.
- In accordance with Faculty and University corporate guidelines, assist in the production of materials promoting the programs, research and activities of the Faculty.
- Contribute to the development, implementation and evaluation of digital marketing strategies.
- Liaise and build positive working relationships with a wide range of university staff, to identify opportunities and ensure a representative range of stories is produced.
- Provide guidance and leadership to the Communications Officer.
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:
- Faculty Senior Manager, Strategic Marketing and Communications.

Travel and Out of Hours Work

- Attend programs and/or functions outside normal business hours if required.
- The position is primarily based at Herston campus however will be required to work from other UQ campuses as required.
SELECTION CRITERIA

**Essential**

- Completion of a degree in journalism, communication or related discipline plus relevant work experience
  
  OR

- An equivalent combination of relevant experience and/or education/training.

- At least four years of experience in a public communication/media liaison role and demonstrated ability to deal with media enquiries, write news releases and manage news events.

- An understanding of and demonstrated experience in social media and new technology used for communication.

- A thorough understanding of communication and promotional issues and techniques.

- A developed understanding of marketing issues in a service-delivery environment.

- A general understanding of the academic and research programs at the Faculty or the demonstrated ability to rapidly acquire more detailed knowledge.

- Comprehensive experience using computer applications for desktop publishing, word processing and email.

- Considerable experience in an advisory/support role.

- Strong interpersonal skills including the ability to write with clarity, accuracy and precision.

- Proven ability to work to deadlines and under pressure, and to establish priorities.

- An ability to work independently and adaptively to meet changing needs.

**Desirable**

- Knowledge of higher education sector.

- Knowledge of, and a commitment to, gender equity issues.

- Experience in science and/or medical communication.

- Experience in developing internal communication plans

- Experience in maintaining website content.

- Experience working in a public communication/media liaison role.

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.

Accessibility requirements and/or adjustments can be directed to the contact person listed in the job advertisement.