Position Description

Title: Communication Specialist - CoE SynBio
HEW Level: 7

Faculty/Office: Faculty Science & Engineering
Position Number:

Department/Team: ARC CoE Synthetic Biology
Date: June 2020

Position Purpose: To take a lead role in the development and implementation of centre branding, marketing, media and communications plans that strategically align to and deliver on Centre objectives for the CoESynBio.

ORGANISATIONAL CONTEXT

The Faculty of Science and Engineering is a young and dynamic faculty driven by the spirit of discovery. Here we nurture the next generation of science and technology innovators. Our research and teaching address the big issues faced by society in Australia and globally – the changing environment, future materials and fuels, biotechnology, cyber security, to name a few. The pairing of engineering and science in a single faculty means many of our research discoveries in science see direct technological applications in engineering.

The newly awarded ARC Centre of Excellence in Synthetic Biology (CoESB), is administered by Macquarie University (HUB) and has 9 nodes at Australian Universities consisting of 19 Chief Investigators and 15 partner organisations located in Australia and throughout the world.

The ARC Centre of Excellence in Synthetic Biology (CoESB) will provide the technical innovation critical for Australia to develop a vibrant bioeconomy building on the nation’s strengths in agriculture. For thousands of years we have used microbes to create bread, wine, cheese. Now, our Centre will pioneer new approaches to the design of synthetic microbes, enabling the development of custom-designed microbial communities, synthetic organelles and new to nature biological pathways and enzymes. CoESB will combine engineering with molecular biology to design and construct novel biological systems that can convert biomass from agriculture or waste streams to biofuel, bioplastics and other high-value chemicals.

The Communications Specialist develops, implements and gives guidance on effective internal and external communication strategies, manages the centre’s reputation in the media as well as with key stakeholders and develops high level branding, messaging and content about the Centre for its target audiences.

Director, ARC CoE in Synthetic Biology*
Chief Operating Officer
9 Nodes at Australian Universities
15 Partner Organisations
Senior Project Coordinator
Finance Staff Administrator
Lab Manager
Communications Specialist
Executive Committee
### KEY ACCOUNTABILITIES

- Take a lead role in the development, establishment, execution, and communication of the ARC Synthetic Biology CoE’s identity, branding, and key messaging.
- Develop and manage the implementation of tailored communication, marketing, media, and outreach plans across a variety of platforms and audiences to raise the profile and awareness of the ARC CoE.
- In consultation with the COO leadership, develop and execute a comprehensive communication and engagement plan for internal stakeholders with the aim of building a cohesive culture, joint sense of identity for the dispersed group and common understanding of centre objectives and expectations.
- Manage, and maintain the centres website content and social media presence ensuring it is up to date, accurate, on brand and relevant to users.
- In collaboration with the COO provide communication support that delivers centre needs, and develop and deliver innovative and engaging communication, across various mediums including Media publications, social media, academic forums, email communication, and videos that support key CoE strategies.
- Respond to audience commentary or questions and escalate comments as relevant.
- Provide media and brand training for centre staff and stakeholders including CI's, ECR's and PhD students
- Develop and prepare educational materials for classroom distribution and video's for YouTube and the public to enable research to be more accessible to the public.
- Prepare the publication, communication and distribution of the Centre’s annual report and other marketing and media materials.

### POSITION CONTEXT

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<tr>
<th>Reports to:</th>
<th>Chief Operating Officer</th>
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<tbody>
<tr>
<td>Positions Reporting to this role:</td>
<td>Direct: nil Indirect: nil</td>
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<tr>
<td>Key Direct Clients:</td>
<td>Immediate Team Partner Organisations and nodes ARC Coe SynBio Director Outreach partners ARC (Australian Research Council)</td>
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<td>Other Key Relationships:</td>
<td>CI's, PI's, ECR's Central marketing</td>
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<td>Budget Accountability:</td>
<td>NA</td>
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<td>Role-specific Conditions:</td>
<td>NA</td>
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<td>Scope and autonomy:</td>
<td>Work tasks may require interpretation, decisions and advice within the scope of defined systems, processes, procedures and techniques.</td>
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<td>Problem solving:</td>
<td>Regularly identifies, designs, develops and implements improvements to work procedures, practices, systems and/or techniques.</td>
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- Review, evaluate and report on the impact and performance of communication plans and initiatives against defined metrics.
- Manage and coordinate centre-wide events internally and externally for students, partners, centre members and general public.
- Assist the COO and Project Manager with any other projects or campaigns as required.
- Comply with relevant EEO and WHS regulations
- Perform any other duties as required and appropriate for this classification.

### CAPABILITY FRAMEWORK

**Capability Frameworks** describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

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<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
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<tr>
<td><strong>Planning and Execution:</strong> Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Creativity:</strong> Questioning the status quo and suggesting non-traditional or original ideas and solutions.</td>
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<td><strong>Quality Focus:</strong> Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Interpersonal Impact:</strong> Making a positive impression on others in a range of interpersonal contexts.</td>
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<td><strong>Change Focus:</strong> Adapting to new situations and dealing with change.</td>
<td><strong>Initiative:</strong> Taking action, on own accord, to address problems and prevent them from reoccurring.</td>
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<td><strong>Communication:</strong> Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Flexibility:</strong> Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Service Focus:</strong> Making students, staff, key contacts and their needs a priority.</td>
<td><strong>Reliability:</strong> Meeting commitments and responsibilities.</td>
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<td><strong>Relationship Management:</strong> Establishing effective working relationships with others.</td>
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<td><strong>Influence and Persuasion:</strong> Gaining other people's buy-in and engaging their support.</td>
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REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

Degree or equivalent experience in marketing/communications or related discipline.
Knowledge of digital communication platforms, and tools.
Computer skills including Microsoft Office, photoshop, video editing programs
Knowledge of social media analytics and social media management tools.
Well-developed writing skills.

ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

Knowledge of the office’s functions and structure.
Knowledge of the office’s policies, systems, processes and procedures.
Knowledge of what other areas of the University do and how they interact with the office.

KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

Working in a communication or marketing position within a research environment. Managing multiple projects.
Experience in brand management, managing website content, and social media platforms.
Writing engaging communications across multiple media platforms and for a wide variety of audiences.
Working in a fast-paced environment, managing multiple projects prioritising workloads.
Building relationships with internal and external stakeholders.
Effectively communicating in short form.
Demonstrated attention to detail.
Experience developing reporting using social media analytics.