Position Description

Position Title: Communications Manager
Position Classification: Level 8
Position Number: 316414
Faculty/Office: Faculty of Health & Medical Sciences
School/Division: School of Population & Global Health
Centre/Section: The Raine Study
Supervisor Title: Operations Manager
Supervisor Position Number: 315486

Your work area
The Raine Study, established in 1989, is one of the largest prospective cohorts of pregnancy, childhood, adolescence and adulthood to be carried out anywhere in the world.

The Raine Study has grown to be a multi-generational study. We have followed a group of young adults from before they were born and throughout their life. Their families are also part of the study, with their children, their parents and their grandparents now also involved in our research.

The rich data collected on each Raine Study participant is being used by researchers all over the world to better understand, and improve, human health and quality of life.

The Raine Study is an Unincorporated Joint Venture (UJV) between The University of Western Australia, Curtin University, Edith Cowan University, Murdoch University, Notre Dame University, Women and Infants Research Foundation and the Telethon Kids Institute.

Reporting structure
Reports to: Operations Manager

Your role
The Communications Manager will continue to develop and implement the Raine Study’s communications plan and coordinate the related activities. You will develop and maintain relationships with the Raine Study UJV partners’ to utilise partner media, PR and marketing resources. You will consult regularly with the Raine Study Directors and Research staff to develop plans and to advise on marketing and promotional strategies to enhance the Raine Study’s reputation and improve stakeholder communications, engagement and retention.

Your key responsibilities
Continue developing a communications plan involving traditional and social media for the Raine Study. Including continued development of key messages and branding for the community, government, financial partners, Raine Study researchers and participants.

Lead the implementation of the communication plan for the Raine Study.

Work collaboratively with the media, public relations and marketing departments of the Raine Study’s UJV partners to effectively utilise their resources.

Liaise with Directors, Scientific Manager, researchers and study follow up coordinators, with regard to marketing and communications content.
Work collaboratively with Raine Study staff involved in participant engagement to enhance communications with participants.

Prepare material for communications in line with the communications plan.

Manage social media presence.

Manage email marketing for the Raine Study

Manage the Raine Study website and its overall online presence

Manage all media relations for the Raine Study

Oversee and manage relevant regular events and conferences for the Raine Study for key stakeholders

Oversee the Raine Study brand and overall reputation

Undertake continuous analysis of opportunities for promotion of the Raine Study, its activities and its research findings.

Prepare reports for Director to present to UJV Board.

Liaise with key suppliers as required

Other duties as directed

Your specific work capabilities (selection criteria)

Degree in Public Relations or related field or demonstrated equivalent competency.

Substantial experience in Public Relations, Marketing or Advertising, preferably in a health research related area.

Extensive experience in all aspects of developing marketing strategies to meet organisational objectives.

Experience in traditional and digital marketing techniques, including implementing digital marketing initiatives that enhance the organisation's brand awareness and reputation.

Experience in driving teams to implement a communications plan.

Excellent interpersonal, verbal and written communication skills appropriate to influencing and dealing with stakeholders, supporters and research participants.

Proactive and highly motivated to work individually and as a team member to achieve quality outcomes.

High attention to detail and follow through.

Special requirements (selection criteria)

Nill

Compliance

Workplace Health & Safety

All supervising staff are required to undertake effective measures to ensure compliance with the Occupational Safety and Health Act 1984 and related University requirements (including Safety, Health and Wellbeing Objectives and Targets).

All staff must comply with requirements of the Occupational Safety and Health Act and all reasonable directives given in relation to health and safety at work, to ensure compliance with University and Legislative health and safety requirements. Details of the safety obligations can be accessed at http://www.safety.uwa.edu.au

Inclusion & Diversity

All staff members are required to comply with the University's Code of Ethics, Code of Conduct and Inclusion and Diversity principles. Details of the University policies on these can be accessed at http://www.hr.uwa.edu.au/policies/policies/conduct/code, http://www.web.uwa.edu.au/inclusion-diversity.