



POSITION DESCRIPTION

The Peter Doherty Institute for Infection and Immunity
Faculty of Medicine, Dentistry and Health Sciences

Marketing Communications Officer

POSITION NO	0045056
CLASSIFICATION	PSC 5
SALARY	\$68,892 - \$79,130 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full time
BASIS OF EMPLOYMENT	Fixed term contract for 1 year Fixed term contract type: Research
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	David Barrett Tel +61 3 903 57721 david.barrett@unimelb.edu.au <i>Please do not send your application to this contact</i>

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about.unimelb.edu.au/careers

Position Summary

Based in the Doherty Institute's Directorate, the Marketing Communications Officer (MCO) will be a valuable member of the Institute's Communications Team. Reporting to the Communications Manager, and working alongside and in support of the Science Communications Officer, the MCO will contribute to, or take ownership of, a wide variety of communications processes and initiatives. The role's responsibilities span internal and external communications, including web, intranet, social media, and events.

The MCO will be a committed and highly motivated individual who is comfortable working in a dynamic and busy team, recognising the short and long-term strategic needs of individual projects and people, all within an overall long term strategic vision.

1. Key Responsibilities

- ▶ Maintenance and development of the Institute's website, including:
 - Content creation and upload
 - Implementation of Search Engine Optimisation protocols
 - Usage analytics and reporting
- ▶ Maintenance and development of the Institute's internal communications channels, including:
 - Intranet content creation and upload
 - Electronic direct mail (EDM)
 - Usage analytics and reporting
- ▶ Social media
 - Supporting the Science Communications Officer with delegated content creation
- ▶ Coordination and some creation/commissioning of communications materials, including posters, business cards, print runs, merchandise
- ▶ Events coordination and support
- ▶ Undertake other duties as determined by the Communications Manager consistent with the classification of this position
- ▶ Occupational Health and Safety (OHS) and Environmental Health and Safety (EH&S) responsibilities as outlined in section 5.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ Completion of a marketing or communications-relevant degree, (or completion of a diploma qualification and subsequent relevant work experience) or an equivalent combination of relevant experience and/or education/training
- ▶ High level verbal and written communication skills (the selection process will include a writing and proofreading exercise)

- Demonstrated ability to produce succinct, accessible, engaging written materials informed by often complex, jargon-heavy source material and conversations
 - Excellent spelling, proofreading and grammar
- ▶ Demonstrated ability to build effective, win-win relationships with internal and external stakeholders at all levels
- ▶ Demonstrated commitment to providing excellent stakeholder service
- ▶ Demonstrated events coordination experience, either as the lead or in support
- ▶ Website content management application experience
- ▶ Evidence of well-developed organisation and time management skills
- ▶ High level of proficiency with Microsoft Office applications, especially Word, Excel and PowerPoint

2.2 DESIRABLE

- ▶ Experience in, or an understanding of, the higher education sector
- ▶ Demonstrated enthusiasm for science
- ▶ Portfolio of communications writing including: website news stories, EDMs, social media posts
- ▶ Proficiency using Adobe Creative Cloud applications, especially Lightroom and Acrobat Pro

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Marketing Communications Officer reports to the Communications Manager and is expected to work under their general direction, as well as work in collaboration with the Institute's administration team to promote and support communications and events activities, whilst demonstrating initiative and responsibility for day-to-day tasks, with more detailed direction being given when required and requested. Problem Solving and Judgement

The position requires diplomacy, sound judgment, and maturity to communicate with a wide range of clients, including faculty staff, health professionals and academics, government bodies and research institutes. The position requires initiative, flexibility and the ability to prioritise and manage a wide range of activities guided by the Communications Manager.

3.2 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

This role requires development of an extensive knowledge of the structure of the Doherty Institute and how communications may be facilitated, guided by the Communications Strategy and the Communications Manager.

3.3 BREADTH OF THE POSITION

This role will require interaction with academic and professional staff, students, visitors, employers and other stakeholders. The incumbent is expected to be an ambassador for the

institute, representing and promoting their work, in a positive and proactive manner, to students and staff.

4. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 THE PETER DOHERTY INSTITUTE FOR INFECTION AND IMMUNITY

<http://www.doherty.unimelb.edu.au>

The Doherty Institute is a world-class institute combining research, teaching, public health and reference laboratory services, diagnostic services and clinical care into infectious diseases and immunity. It was officially opened in September 2014 and is a joint venture between the University of Melbourne and Melbourne Health. The Doherty Institute has a major focus on diseases that pose serious public and global health threats such as influenza, tuberculosis, HIV, viral hepatitis, Ebola and drug resistant bacteria. The

Doherty's activities are multi-disciplinary and cross-sectoral, placing great emphasis on translational research and improving clinical outcomes. Teams of scientists, clinicians and epidemiologists collaborate on a wide spectrum of activities - from basic immunology and discovery research, to the development of new vaccines and new preventative and treatment methods, to surveillance and investigation of disease outbreaks.

6.2 FACULTY OF MEDICINE, DENTISTRY AND HEALTH SCIENCES

www.mdhs.unimelb.edu.au

The Faculty of Medicine, Dentistry & Health Sciences has an enviable research record and is the University of Melbourne's largest faculty in terms of management of financial resources, employment of academic and professional staff, teaching of undergraduate and postgraduate (including research higher degree) students and the conduct of basic and applied research. The Faculty's annual revenue is \$628m with approximately 55% of this income related to research activities.

The Faculty has a student teaching load in excess of 8,500 equivalent full-time students including more than 1,300 research higher degree students. The Faculty has approximately 2,195 staff comprising 642 professional staff and 1,553 research and teaching staff.

The Faculty has appointed Australia's first Associate Dean (Indigenous Development) to lead the development and implementation of the Faculty's Reconciliation Action Plan (RAP), which will be aligned with the broader University – wide plan. To enable the Faculty to improve its Indigenous expertise knowledge base, the Faculty's RAP will address Indigenous employment, Indigenous student recruitment and retention, Indigenous cultural recognition and building partnerships with the Indigenous community as key areas of development.

6.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum.

The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>