



POSITION DESCRIPTION

Position:	7150 Senior Communications Officer
Work Area:	Forest Research Institute
Classification:	Level 7
Supervisor:	General Manager
Vacant:	Vacant

VISION

To become Australia's premier regional university.

MISSION

Enriching our regions, connecting with our communities and creating opportunities for all.

VALUES

At UniSC we will:

- Advocate for equitable access to education and knowledge
- Recognise and embrace diversity and inclusion
- Champion environmental sustainable principles and practices
- Commit to fair and ethical behaviour
- Respect our people, our communities, and their potential
- Be accountable to ourselves and each other
- Strive for excellence and innovation in all that we do

OVERVIEW OF FOREST RESEARCH INSTITUTE

The Forest Research Institute (FRI) is Australia's largest forestry group, with world leading expertise in forestry, forest management and advanced forest products. The FRI's vision is to find better ways to sustain, manage, and rehabilitate forests to improve the livelihoods of forest-dependent people and to find innovative solutions for the forest and wood products industry. In realising the vision of the Institute, FRI aspires to:

1. Be an international leader in applied and basic forestry research;
2. Be a leader in the training of the next generation of forestry researchers; and
3. Influence policy and practices of industry, government and NGOs.

PRIMARY OBJECTIVES OF THE POSITION

1. Manage the development and implementation of the Institute's communication strategy and plan in support of the Institute and UniSC's goals, programs, and key initiatives.
2. Advise the Institute's leadership team on initiatives to better communicate its research, member news, and engagement projects and initiatives.



3. Develop and deliver content and support Institute initiatives to position the Institute as a preferred partner for industry, government agencies and other research organisations, as well as for future funding opportunities.
4. Manage and maintain the Institute's various communication initiatives to a high-standard, while ensuring a cohesive and integrated approach to communication activities.
5. Coordinate and promote Institute events including the Annual Research Showcase and the FRI webinar series, with the support of the Institute admin team.
6. Liaise with UniSC Marketing and Communications to ensure compliance with UniSC policies, branding, tone of voice, website, photography and video standards.

NATURE AND SCOPE OF POSITION

Under the broad direction of the General Manager, the Senior Communications Officer is responsible for coordinating all communications on behalf of the Institute. This includes but is not limited to developing and implementing a dynamic communication strategy and plan, managing, and moderating the Institute's digital social media and web platforms, and developing content for all communication channels.

The Senior Communications Officer will play a critical role in positioning the Institute as a global leader in forest research, and supporting the Institute to attract additional grant funding and amplify its research.

KEY ACCOUNTABILITIES OF THE POSITION

1. Lead the development and implementation of an Institute Communication Strategy and Plan.
2. Manage and deliver growth strategies for the Institute's social media and web platform/s and ensure the Institute's website is up-to-date and regularly refreshed.
3. Prepare a quarterly newsletter with relevant, strategic, and timely content.
4. Design and develop promotional information, branded collateral, brochures, videos, and reports.
5. Liaise with Institute staff and stakeholders to develop and generate stories, report news, and promote FRI on digital channels.
6. Develop and publish infographics and other easily digestible content to support the dissemination and impact of the Institute's research.
7. Provide communication training support to FRI staff and facilitate communications and media training to benefit FRI members.
8. Coordinate events including the Annual Research Showcase and monthly FRI webinars.
9. Liaise and collaborate with UniSC Marketing and Communications on behalf of the Institute.
10. Provide detailed reports on data and analytics to drive decision-making by the FRI leadership group.
11. Contribute to a positive and safe work environment for you and others, by modelling and promoting conduct that is culturally capable, inclusive, respectful, and ethical.



KNOWLEDGE SKILLS AND EXPERIENCE NECESSARY

Applicants need to demonstrate they meet the following Selection Criteria:

1. Completion of a Bachelor's degree in Strategic Communications, or Marketing, with subsequent relevant experience or an equivalent combination of relevant knowledge, training and/or expertise
2. Demonstrated expertise in creating technical and research-related communication content for diverse target audiences.
3. Demonstrated experience in the preparation of social media content, and the capacity to manage and grow social media platforms.
4. Demonstrated skills in graphic design, copy writing, photography, video and video editing and packaging for digital.
5. Excellent written and verbal communication skills and the ability to write a wide range of content for various platforms and audiences.
6. Experience in media liaison and writing to target media exposure.
7. Demonstrated capacity to work autonomously to tight deadlines as part of a small team and determining work priorities.
8. Experience driving communications strategies in a multi-media environment.

Additionally, in accordance with UniSC's Staff Code of Conduct – Governing Policy, all staff are expected to display professional behaviour, communicate respectfully, and perform their duties responsibly.

A position description is not intended to limit the scope of a position but to highlight the key aspects of the position. The requirements of the position may be altered in order to meet the changing operational needs of UniSC.

UniSC is committed to creating a work and study environment that values diversity, facilitates equitable access and full participation.