

COMMUNICATIONS ADVISER - VIDEO & SOCIAL MEDIA

DEPARTMENT/UNIT	ARC Centre of Excellence for the Weather of the 21 st Century
FACULTY/DIVISION	Faculty of Science
CLASSIFICATION	HEW Level 7
DESIGNATED CAMPUS OR LOCATION	Clayton

ORGANISATIONAL CONTEXT

At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver groundbreaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#Changelt](#) with us.

The ARC Centre of Excellence for the Weather of the 21st Century (21st Century Weather for short) is a Federally-funded consortium of 24 partners, led by Monash University in strong collaboration with the University of Melbourne, the University of New South Wales, the Australian National University, and the University of Tasmania. This Centre aims to determine how Australia's weather is being reshaped by climate change. The Centre aspires to provide Australia with the knowledge, technology, and human capital for robust evidence-based decision-making in response to future weather changes in our region and to harness weather as a resource. The Centre offers a

stimulating and supportive environment where researchers, students and professional and technical staff can network, thrive and grow their careers.

Through leadership in research and education, the **School of Earth, Atmosphere and Environment** (www.monash.edu/science/schools/earth-atmosphere-environment) aims to find environmental solutions for society and our planet. The School is interdisciplinary and hosts very active groups in Atmospheric/Climate Sciences, Physical Geography/Environment, and Geology/Geosciences. We address the global challenges identified in the Monash Impact 2030 Strategic Plan (Climate Change, Geopolitical Security and Thriving Communities), and we answer further fundamental questions about the formation and workings of our planet and solar system. The school is located in the Faculty of Science and has close collaborations with Biology, Chemistry, Mathematics and Physics, and with other Faculties, such as Arts (involving co-delivery of the undergraduate Geography programme), Business and Economics, and Engineering.

Monash and the ARC Centre of Excellence for the Weather of the 21st Century value staff diversity and champion inclusive practices. We are committed to equitable decision making and apply the principles of [achievement relative to opportunity](#) in our selection processes.

POSITION PURPOSE

The Communications Adviser - Video & Social Media will be responsible for achieving 21st Century Weather's engagement and impact objectives through social media, mixed-media and digital content creation, and traditional media channels.

The Communications Adviser - Video & Social Media will work with researchers to produce, edit and distribute dynamic video content that enhances the Centre's ability to communicate its science to key stakeholders in industry and government, and to a wider audience. They will lead development of the Centre's social media presence, with an initial emphasis on LinkedIn, TikTok and Instagram, and responding to changes in the social media landscape and evaluation of the centre's engagement strategy. They will also make significant contributions to managing the Centre's web content.

Under the direction of the Senior Adviser - Engagement and Impact, the Communications Adviser - Video & Social Media will play a key role in maintaining strong relationships with key media contacts. They will work with Centre researchers to communicate research findings to the media and a wider audience via appropriate channels. The Communications Adviser will also make substantial contributions to the generation of visual and editorial content, ad hoc reports, and the collation of data relevant to the Engagement and Impact portfolio.

Reporting Line: The position reports to the Senior Advisor - Engagement and Impact, under broad direction of the Deputy Director (Engagement & Impact) and the Chief Operating Officer.

Supervisory Responsibilities: Not applicable.

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Produce and edit multimedia content such as promotional videos, explainer videos, recorded discussions, and interviews, etc
2. Contribute to the provision of communications and media advice and training to 21st Century Weather researchers, with a particular focus on video filming and editing

3. In collaboration with the wider Engagement and Impact team, develop and deliver the Centre's social media strategy, including the choice of platforms to focus on, creating and promoting platform-specific content, and monitoring and evaluating engagement
4. Build and sustain partnerships and networks across the Centre's partner institutions and external stakeholders to ensure communications alignment across the Centre, including managing and coordinating media enquiries and arranging interviews with relevant 21st Century Weather staff
5. Develop effective working relationships with key journalists and media organisations, with a long-term view to positioning the Centre as a prominent and trusted source of research on weather change and weather resources
6. Undertake research to write and edit media alerts and releases, opinion pieces and news stories for broad distribution, including writing and uploading content for the 21st Century Weather website, social media channels, the annual report, newsletters and ad-hoc reports
7. Draw on our evidence and scientific rigour to support others to tell the story of our work and achievements in ways that are accessible to a wide range of audiences
8. Partner with teams across the organisation to plan and produce communications initiatives and outputs. This includes skills development, communication advice, project management and other activities as required
9. Contribute to maintaining and editing content on the Centre's website and internal discussion forums
10. Monitor and action correspondence via the Centre's public-facing contact channels
11. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - A degree in a relevant field such as communications, journalism, broadcasting/video production; or
 - extensive experience in relevant roles; or
 - an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Extensive experience in creating multimedia content, including filming and editing for different distribution channels and formats
3. Experience of working with social media in a professional or commercial context, preferably with a research or education focus
4. Excellent interpersonal skills and the ability to liaise with a broad range of stakeholders, including senior staff, to understand and support their needs and objectives
5. Exceptional written and verbal communication skills and a proven ability to write, edit and produce communications for a variety of traditional and emerging media channels across print and digital media, and working to tight deadlines
6. Experience in media liaison and public relations management, with proven ability to generate ideas and implement public relations / media coverage through print, web and broadcast mediums
7. Excellent planning and organisational skills, with experience establishing priorities and meeting deadlines in complex organisational settings

8. Willingness and ability to maintain an up-to-date knowledge and understanding of climate and weather policy in Australia, to provide relevant and timely external positioning advice such as contributing to the Centre's response to relevant parliamentary inquiries

OTHER JOB RELATED INFORMATION

- Travel to other university partners or Centre events may be required, including interstate travel
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- The position may require occasional after-hours work to accommodate media calls

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.