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| **Position Title:** | Communications Officer |
| **Position Classification:** | Level 6 |
| **Position Number:** |  |
| **Office:**  **Faculty/School:**  **Centre/Section:** | Office of Deputy Vice-Chancellor (Research)  Institute of Agriculture |
| **Supervisor Title:** | Institute Director |
| **Supervisor Position Number:** | 305143 |

**Your work area**

The UWA Institute of Agriculture was established by The University of Western Australia with a mandate to integrate agricultural and related natural resource management research, education, training and communication across the University. The Institute works with the University's Schools, other Australian institutions and International organisations to deliver advanced science, education and training for the benefit of mankind (<http://www.ioa.edu.au/>)

The Institute is committed to promoting sustainable productive agriculture for a growing world. We coordinate the teaching, graduate and postgraduate training, research and agribusiness activities, with integrated activities related to agriculture, land and water management, rural economy, policy and development, food and health.

The Institute’s Strategies

* Integrating: Bringing together UWA’s agricultural research, teaching, training and communication activities; integrating complementary activities across disciplines and organisational units, and providing a focus for leading edge Research and Development (R&D);
* Connecting: Fostering national and international linkages and alliances that bring new knowledge and expertise to UWA and allow the university to share its knowledge with the world
* Resourcing: Increasing the pool of resources available for investment in critical R&D in Western Australia;
* Communicating: Strengthening communication links with regional industry, farmer groups and the broader regional and scientific communities.

**Reporting structure**

Reports to: Institute Director

**Your role**

As the appointee, you will work under broad direction of the Director to implement The UWA Institute of Agriculture's Communication Plan. This will involve close liaison with members of and staff affiliated with The UWA Institute of Agriculture. It will also require communication with postgraduate students in Schools throughout the University who are involved in agricultural research and teaching activities. The appointee will develop and implement the projects identified in The UWA Institute of Agriculture's Communication Plan.

The Communications Officer reports to the Director of the UWA Institute of Agriculture.

**Your key responsibilities**

You will have responsibility for leading and delivering the following key tasks:

* Coordination of the involvement of staff in The UWA Institute of Agriculture Communications Plan
* Events management for The UWA Institute of Agriculture outreach activities
* Initiation and preparation of newsletter, press releases, media articles, reports, editorials and advertisements for publications
* Coordination of the involvement of staff, postgraduate students, adjuncts and alumni in The UWA Institute of Agriculture initiatives
* Management and production of marketing designs and publicity materials and liaise with graphic designers, printers and photographers
* Maintenance of the The UWA Institute of Agriculture website content using Site Core
* Maintenance of database of clients, using University systems such as ‘REX’
* Investigation of options for new initiatives that promote the work of staff and postgraduate students who are affiliated with The UWA Institute of Agriculture
* Management of The UWA Institute of Agriculture social media, including Facebook, LinkedIn, Twitter and YouTube
* Other duties as directed

**Your specific work capabilities (selection criteria)**

* Relevant tertiary qualification or considerable relevant experience in a similar role
* Substantial relevant communication, marketing and publicity experience
* Proficiency in a range of computing skills including word processing, spreadsheets, databases, internet, graphic design and website development.
* Highly developed written and verbal communication skills
* Knowledge of the agricultural industry, higher education sector and media industry
* Highly developed organisational skills and ability to set priorities and to meet deadlines
* Ability to work independently, show initiative, and coordinate a team
* Well developed analytical and planning skills
* Proficient in digital photography, video and editing programs

**Special requirements**

“C” Class Drivers’ Licence

An ability to work flexible hours and undertake travel, if required.

**Compliance**

Workplace Health & Safety

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.

Inclusion & Diversity

All staff members are required to comply with the University’s Code of Ethics and Code of Conduct and Inclusion and Diversity principles. Details of the University policies on these can be accessed at [Code of Ethics : Human Resources : The University of Western Australia (uwa.edu.au)](https://www.hr.uwa.edu.au/policies/policies/conduct/code/ethics), [Inclusion and Diversity : Inclusion and Diversity : The University of Western Australia (uwa.edu.au)](https://www.web.uwa.edu.au/inclusion-diversity)