

POSITION DESCRIPTION

POSITION TITLE:	Marketing and Communications Officer
CLASSIFICATION:	AO4
DIVISION:	Support
DEPARTMENT:	External Relations
LOCATION:	Herston
DURATION:	To 30 June 2018 with possible extension

POSITION OBJECTIVES

- To raise awareness of QIMR Berghofer and its medical research through marketing and communications via traditional and digital channels, and community engagement.
- To deliver marketing and communications services to QIMR Berghofer staff and stakeholders.

ORGANISATION CONTEXT

QIMR Berghofer is a statutory body under the QIMR Act (1945). The mission of QIMR Berghofer is to promote the wellbeing of humankind through medical research, to maintain an internationally recognised centre for medical research in Queensland, to develop that centre as the primary focus of medical research and cooperate with, and where possible assist the work of other medical research establishments within Australia and throughout the world.

The External Relations Department is responsible for generating fundraising revenue to support QIMR Berghofer research programs and protecting and strengthening the Institute's reputation for research excellence.

REPORTING STRUCTURE

The position reports directly to the Communications and Engagement Manager.

PRIMARY RESPONSIBILITIES

- Proactively write, edit and update content for the website, and other channels, and ensure all material is proofread, accurate, and on-brand.
- Proactively write, edit and update marketing and communications material.
- Manage and provide advice on the ongoing development of the QIMR Berghofer website and internal stakeholder websites, including website architecture, UX, SEO, SEM, branding, design, conversion analytics via Google Analytics, database management and segmentation
- Ensure the QIMR Berghofer external website and intranet are up-to-date.
- Provide corporate marketing and communications expertise to QIMR Berghofer staff and stakeholders, and manage marketing and communications projects.

- Assist with QIMR Berghofer's commercial entities' and QIMR Berghofer's scientific groups' branding and messaging to ensure consistency and continuity
- Work with the External Relations team, including internal graphic and multimedia designers, as well as external providers, to ensure continuity of messaging and branding on all material
- Work with internal graphic designers and external providers to ensure traditional and digital promotional and communications campaigns are developed and delivered externally and internally, on time and within budget
- Assist with the development and delivery of an internal communications plan that builds a collaborative culture and informs staff about QIMR Berghofer's work and External Relations' services
- Work with the Events and Engagement Officer to coordinate sponsorship opportunities, and develop and implement marketing plans to promote QIMR Berghofer events
- Prepare presentations and reports
- Support team members and colleagues when deemed necessary for business continuity
- Ensure work practices comply with the requirements of the Work Health and Safety Act, related legislative requirements and the Institute's WH&S policies and procedures

KEY SELECTION CRITERIA (Qualifications, Experience, Skills and Abilities)

Essential

- Relevant tertiary qualifications and/or at least five years full-time experience in communications and marketing
- Demonstrated experience developing and writing marketing and communications material with the demonstrated ability to tailor communication to the medium and the audience.
- Ability to project manage website development projects including architecture design, UX, SEO, SEM, branding, graphic design, database management and segmentation, and experience using Google Analytics.
- Demonstrated ability to use content management systems, social media platforms and electronic direct mail services
- Demonstrated ability to work as part of a team and work with limited supervision
- A high level of computer literacy and the ability to use a range of websites and computer software packages including website content management systems such as WordPress, EDM systems such as Vision 6, Microsoft Office and social media management systems.

Desirable

- Experience working for or with a scientific research organisation
- Experience using multimedia software and graphics software packages, such as Adobe Creative Suite, CRM Software such as Raiser's Edge, Google AdWords and basic HTML coding experience.
- Driver's licence.