



Communications Officer POSITION DESCRIPTION

Research Group:	South West Sydney Research
Status:	0.6 FTE or three (3) days per week for 12 months. Any extension will depend on funding
Hours:	22.8 per week
Days:	As negotiated
Salary:	\$ 72,591 per annum pro rata plus 9.5% super. Salary packaging is available
Reports to:	In the first instance to the South West Sydney Research (SWSR) Hub Manager and for non-operational matters to the Institute's Human Resources Manager

Background

The **Ingham Institute for Applied Medical Research** (the Institute) is a not-for-profit organisation located in Sydney's South West that conducts world-class medical research that is rooted in and driven by the needs of the local community and wider Australia.

The Institute is the pre-eminent research institute for South Western Sydney. It is home to 360 staff, over 40 research groups, and five (5) research streams that are committed to its vision of Inspiring Health and Transforming Care.

The Institute is integral to a unique collaboration with the South Western Sydney Local Health District, Western Sydney University and the UNSW Sydney. Through these collaborations the Ingham Institute is working to radically transform health outcomes both locally and globally.

South West Sydney Research (SWSR) operates as a broad collaboration between Health, Research and Education entities in south western Sydney who work together to improve individual and community health and wellness. SWSR exists to support their members and stakeholders across the region by leading and strengthening multidisciplinary collaboration, encouraging a culture of research in health organisations and throughout health practice, and communicating the value and impact of research with frontline clinicians and our diverse communities.

SWSR is based at the Institute premises and is proud to have the Institute as a partner organisation.

Purpose of Position

South West Sydney Research seeks to develop its reach and increase the profile of both organisational and individual members through a range of targeted marketing and communications programs.

This dynamic role will be responsible for undertaking marketing and communications programs in support of SWSR's scientific/research community and stakeholder goals. There will be a particular focus on maintaining and optimising direct communication with researchers.

The role requires a confident team member with excellent communication skills and the ability to actively implement communications that support events and activities relevant/of interest to the SWSR community. Demonstrated understanding or experience working in the health and medical research sector is desirable.

The key purpose of this position is to assist and support program communication needs. Key responsibilities include:

- Support the design, implementation and monitoring of an organisational communications strategy
- Design and implement social media campaigns for SWSR member activities.
- Coordinate the production of internal and external communications (including the creation of a weekly e-newsletter), assist in the proof reading and delivery of communications products including but not limited to success stories, photographs, video and social media.
- Develop effective relations with media/marketing personnel at member organisations.
- Research and contribute to a range of written resources
- Work collaboratively with internal/external stakeholders to provide relevant content for media releases, website and other communications.
- Undertake communications in line with the organisation's branding requirements
- Assist with the organisation and implementation of associated events.

Criteria

ESSENTIAL:

- Degree in the Social Sciences or Communications, or equivalent work experience.
- Demonstrated experience in a role with similar duties.
- Proficiency with a website CMS, MS Office and the Adobe suite.
- Experience working with email marketing software.
- Excellent verbal and written communication skills.
- Ability to work to deadlines and multi-task.
- Understanding of health and medical research fields, and/or experience working for an advocacy, health, industry body or membership-based organisation.
- Demonstrate an ability to foster and maintain positive working relationships, both in a small team environment and with external stakeholders.
- Ability to work independently and as part of a team.

DESIRABLE:

- Demonstrated understanding or experience working in the health and medical research sector is desirable.
- Experience working with a customer relationship management (CRM) system.

Key Accountabilities	Key Performance Indicators
Support the design, implementation and monitoring of an organisational communications strategy	Adheres to the communications strategy in day-to-day activities.
Design and implement social media campaigns for SWSR member activities	Increase in social media engagement metrics.
Coordinate the production of internal and external communications (including the creation of a weekly e-newsletter)	<ul style="list-style-type: none"> ▪ Increase in e-newsletter engagement metrics ▪ Adheres to prescribed deadlines ▪ Maintains accurate and up to date constituent databases ▪ Leverages off and anticipates additional activities to maximise creative agency output.
Research and contribute to a range of written resources	Establishes and maintains valuable relationships with key external partners and researchers/research groups.
Assist in the proof reading and delivery of communications products including but not limited to success stories, photographs, video and social media	<ul style="list-style-type: none"> ▪ Ensures all material generated internally and through external agencies elicit positive responses from constituents ▪ Establishes and maintains positive value-driven relationships with key internal and external parties (i.e. creative agencies) that ensure the timely production of marketing and fundraising material
Develop effective relations with media/marketing personnel at member organisations.	Establishes and maintains positive value-driven relationships with key parties to ensure the timely communication of valued communications.
Work collaboratively with internal/external stakeholders to provide relevant content for media releases, website and other communications.	<ul style="list-style-type: none"> ▪ Demonstrates strong mutually beneficial relationships with key partner organisations, through co-ordination and implementation of structured communications programs ▪ Demonstrates positive and engaging interactions with all stakeholders ▪ Maintains respectful and cooperative relationships with all internal and external partners and stakeholders.

Undertake communications in line with each organisation's branding requirements	<ul style="list-style-type: none"> ▪ Subject to approval, embeds the branding of SWSR and member organisations in all communication activities ▪ Ensures brand identity standards are respected at all times.
Assist with the coordination and implementation of associated events	<ul style="list-style-type: none"> ▪ Liaises with event organisers, sponsors and stakeholders ▪ Provides assistance leading up to and at engagements and events. ▪ Widely promotes events with consideration of the target audience.
Be familiar with and comply with relevant State and Federal Privacy Legislation for the access, use, handling and storage of health data.	<ul style="list-style-type: none"> ▪ Adheres to legislative requirements ▪ Complies with legislative requirements regarding access and reporting.
Understand and uphold WHS requirements and responsibilities.	<ul style="list-style-type: none"> ▪ Complies with the Institute's WHS Statement and WHS Policy and Procedures ▪ Is always mindful of workplace safety as it pertains to self ▪ Reports all accidents within 24 hours ▪ Makes proper use of relevant safety equipment ▪ Attends training programs as directed.
Contribute to the team-work culture at the Institute.	<ul style="list-style-type: none"> ▪ Is an effective and positive team member ▪ Attends Institute staff meetings and, where applicable, shares information available at these meetings with colleagues ▪ Complies with the Institute Code of Conduct ▪ Actively contributes to the research culture at Ingham Institute ▪ Participates in Ingham Institute supporting activities, as required.