

POSITION DESCRIPTION – General Staff For levels 6/7 and above

Position Title: Communications & Media Officer

Level: 6/7

Faculty/Division: AIIM

Department/Location: ACES/IPRI





Primary purpose of the position:

This position requires implementing and maintaining the ACES/IPRI communications strategies for the five target audiences to raise the profile of the Centre and showcase its ground-breaking research; plus, developing promotional material, maintaining the ACES and IPRI websites, generating quarterly e-newsletters, media opportunities and assisting in running ACES/IPRI events.

Position Environment:

This position is within the Intelligent Polymer Research Institute (IPRI) which is one of the Research Strengths of UoW. IPRI is the lead member of ACES.

Major Accountabilities/Responsibilities:

	Responsibilities	Outcome	Percentage of Time	Office Use Only
1.	Implement, monitor and regularly review the communications strategy about ACES/IPRI and its activities to inform our 5 targeted audiences and maintain good relationships.	Updates for all 5 target audiences about ACES	20	
2.	Develop and maintain relevant communication mechanisms including: <ul style="list-style-type: none"> Website with frequent updating and content management; Electronic newsletters and notices; Promotional and educational material, including multimedia Brochures, publications and reports; This will include close liaison with ACES researchers and the writing and adaptation of material about their scientific and clinical research activities for various audiences.	Quality websites, e-newsletters, multimedia and collateral produced for all 5 target audiences	30	
3.	Development of projects and/or exhibits in conjunction with Wollongong Science Centre	exhibits	5	
4.	Generating media opportunities	TV, radio, internet and print articles about ACES/IPRI	20	
5.	Develop and organise workshops, conferences and public relations events, including venues, catering, presenters, marketing and advertising, information kits, media liaison, and sponsorships.	Successful event management	20	
6.	Compilation of type and number of media events for annual report each year. Coordinate the preparation	ACES annual report/ARC performance indicators	5	

	and presentation of annual reports and other important documents and presentations.			
7.	Maintain good relationships with key stakeholders including contractors and suppliers, sponsors and media representatives		Ongoing	
8.	Perform other duties as required	Duties performed	Ongoing	
9.	Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	To foster direct relationships with staff and enhance engagement with the organisation.	Ongoing	
10.	Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace	Ongoing	
11.	Have OH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/document	To ensure a safe working environment for self & others.	Ongoing	

Reporting Relationships:

Position Reports to:	Professor Gordon Wallace
The position supervises the following positions:	Nil
Other Key Contacts:	Dr Toni Campbell

Key Relationships:

Contact/Organisation:

Professor Gordon Wallace/Director ACES
Dr Toni Campbell/Chief Operating Officer ACES
Phil Smugreski / Admin assistant ACES
Karla Peacock / Admin assistant ACES
Prof Glen Moore/ Wollongong Science Centre Director

Purpose & Frequency of contact

Weekly meetings
Daily technical advise
Daily administration/event activities
Daily administration/event activities
When required on project matters

Key Challenges:

1. To increase/maintain the profile of ACES/IPRI to their 5 target audiences
2. To maintain up to date and relevant sources of multimedia promotional material
3. To have regular communication with all partners in the ACES organisation
4. To achieve the unit's strategic work objectives through direct communication and consultation with staff and colleagues.

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent written and verbal communication skills and demonstrated ability to compose and present written material for a range of target audiences
- Demonstrated ability to communicate scientific material in plain English for the Institute's various audiences.
- Demonstrated ability to promote activities.
- Demonstrated ability to collaborate with commercial partners and external parties.
- Highly competent user of Microsoft products including design and website content management applications
- Demonstrated skills in stakeholder management and relationship building
- Demonstrated problem-solving, negotiation and conflict management skills
- Excellent time management and organisational skills

Desirable

- Demonstrated responsibility in developing and managing a financial marketing budget.
- Experience in development of multimedia.

SELECTION CRITERIA - Education & Experience:

Essential:

- Tertiary qualifications in a relevant discipline (such as Journalism, Communications or PR) and/or relevant professional experience and training
- Substantial experience in developing and implementing communications and public relations strategies
- Experience in the management of Print and Web content and related technologies
- Experience in event management

Desirable

- Experience in scientific writing and presenting complex scientific material for general audiences
- Higher education degree in communications/marketing/journalism
- Experience in marketing
- Experience in writing applications for funding activities and award applications

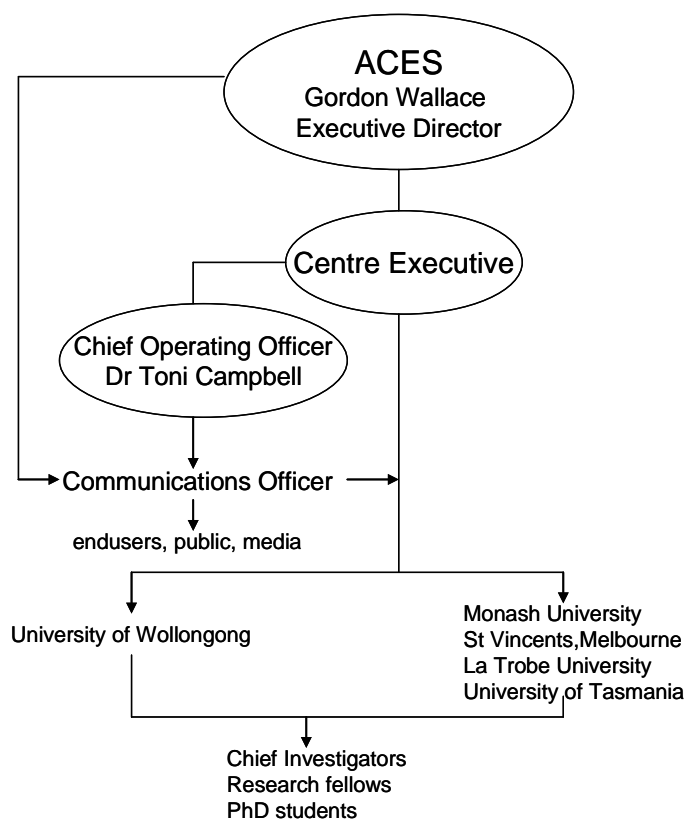
Personal Attributes:

- Ability to work independently as well as in a team environment.
- Service and outcome oriented attitude, responsiveness and adaptability
- Attention to detail, good design sense and commitment to delivering high quality outcomes
- Exceptional communication and interpersonal ability
- Ability to exercise independent judgement and to take initiative within University policy.

Special Job Requirements:

- OH&S inductions to laboratory and workplace procedures

Organisational Chart:



Approval:

Approved by Head of Unit: Professor Gordon Wallace
Date:

Approved by Personnel:
Date:

