

Title:	Communications Coordinator
Area/Group:	Scientific Support Group
Employment Agreement	Hudson Institute of Medical Research Enterprise Agreement 2018
Classification	TAP 6
Direct report	Communications Manager
Date Last Updated:	October 2019

1. About the Hudson Institute

A leading Australian biomedical research institute, Hudson Institute pioneers outstanding discovery science and translational research - we progress scientific knowledge into new diagnostics, treatments and cures

We are home to 470 world-class scientists and students who push the boundaries of scientific knowledge to progress human health in three areas of medical need cancer, inflammation and reproduction and child development.

Together with our onsite precinct partners, Monash Health and Monash University, we deliver outstanding healthcare, education and world-class research. Working alongside clinicians, who often join our research teams, ensures our research is informed by clinical challenges faced by our site and optimally positioned for development.

Co-located within the Institute, and shared with our partners, are nine state-of-the-art Technology Platforms and a Clinical Trials Facility, providing the optimum environment for scientists, clinicians and our collaborators to move breakthrough discoveries to patient care.

The Institute has an active program for the patenting and commercialisation of technologies, including those developed in conjunction with academic and commercial collaborators.

We nurture and inspire the next generation of scientists and clinicians by educating and training more than 180 students each year, predominately through our academic affiliation with Monash University.

We have worked alongside clinicians in Melbourne hospitals for more than 50 years, our rich history of breakthroughs has included discovering that embryonic stem cells develop into new cells in the body - the foundation of modern stem cell treatments; changes in practice that have helped to prevent Sudden Infant Death Syndrome (SIDS) and the discovery of Inhibin which led to diagnostic tests for Down syndrome and some ovarian cancers.

2. Purpose of Position

This position forms part of the Communications team, which includes the Communications Manager and Assistant Communications Officer. The Communications team works collaboratively to ensure continuous development and implementation of integrated marketing, communications and fundraising support initiatives to enhance stakeholder, community, commercial, student and corporate engagement. Working closely with research and support

staff across the Institute and key stakeholders, this role implements communications, media, fundraising and internal communications activities in alignment with the Institute's strategic goals and objectives.

Reporting to the Communications Manager, the Communications Coordinator is responsible for delivering the communications content function for external, internal and Precinct channels. The objectives are to grow and retain target audience across all channels including media, social media, website, weekly eNews and publications (Annual Report, Hudson News and Precinct publications). In addition, the role provides event support and monitors and responds to Institute public emails.

Key responsibility areas

1. External communications

Write and assist with the production of content and distribution for a suite of marketing collateral, such as brochures, Annual Reports, Hudson News and digital content to enhance engagement (grow and retain audiences) and communicate key messages to target audiences.

Identify research and write content for communications channels in line with Hudson Institute strategy and to grow and retain target audiences. This includes developing relationships with scientists and students, identifying key stories from publications and researcher briefings and writing stories suitable for target audiences e.g. Supporters, Precinct, internal and external audiences.

Attend regular scientific presentations, forums and events to maintain awareness of current scientific activities and progress.

Work with Monash Health and Monash University to deliver and manage cross campus media events, precinct announcements and community or government engagement as needed.

Liaise with external marketing suppliers regarding promotional materials.

Identify opportunities for media and publicity and develop Communications Plans focused on delivering the Institute's strategic priorities and growing and retaining target audiences.

Work with researchers and communications professionals from partner and external/ collaborating research organisations to develop and write media releases and key messages in line with the Institute's strategic priorities.

Brief and provide guidance, support and training to researchers and students who are undergoing media interviews including preparation using key messages.

Monitor media issues to identify opportunities and manage potential risks.

Develop new and build existing relationships with journalists.

Liaise with journalists to pitch media releases to external media and organise interviews and media opportunities. Co-ordinate and manage onsite media briefings and events.

Monitor and compile analytics on media coverage and report results.

Provide communications advice and support to research staff to enhance communication of Hudson Institute research to a variety of audiences.

Provide input into and apply the Institute's media policy and procedures.

Identify and develop content for social media focused on delivering the Institute's strategic priorities and growing audiences, including Facebook, Twitter and LinkedIn. Manage social media comments and feedback.

Monitor social media analytics including compilation of reports on social media engagement and reach.

Implement and provide input into the Institute's social media policy ensuring that staff and students are informed.

Develop and advise on the full range of website content focused on growing and retaining audiences including news stories and centre pages, and monitoring updates to research group and researcher profiles ensuring that all deliver to the Institute's strategic priorities and engage key stakeholder groups.

2. Internal Communications

Identify research and write content for Hudson Weekly e-News

Develop content and stories and grow and retain engagement in Hudson Weekly e-news acknowledging successes, informing staff of upcoming activities and encouraging collaboration across the Institute e.g. research outcomes, grant successes, events etc.

Monitor and respond to staff and student communication enquiries.

Member of the Culture and Engagement Committee

KEY SELECTION CRITERIA:

Essential

A tertiary qualification in a relevant discipline (i.e. journalism, communications or public relations) or an equivalent combination of relevant experience and/or education and training.

At least three years specialist experience and a demonstrated record of achievement in science media and communications.

Proven communications skills (written and verbal) and interpersonal skills with a demonstrated ability to develop and maintain effective relationships with a range of internal and external stakeholders.

Ability to work independently as well as contribute to team objectives.

Ability to handle confidential and sensitive communications.

Ability to consult with a range of internal and external stakeholders.

Proven effective and efficient work practices with a high degree of attention to detail.

Proven ability to develop and execute communications plans that deliver strategic objectives.

Ability to write communications both internally and externally that deliver strategic and organisational objectives.

Demonstrated skills and experience in establishing priorities, meeting deadlines, while working under pressure.

Ability to monitor media and social analytics and prepare reports.

Demonstrated conceptual and analytical problem solving skills and experience along with the ability to develop creative solutions to complex problems and business requirements.

Desirable

An understanding of the research environment within a clinical organisation or Health Service, a Faculty of Medicine or Biosciences, or its research Centres and Institutes.

Experience with Wordpress

Accountabilities, Characteristics and Responsibilities

Area	Requirement
Training Level, Qualifications & Experience:	<ul style="list-style-type: none"> ▪ A degree level qualification with relevant experience; or ▪ An associate diploma with substantial relevant work experience; or ▪ Substantial experience & specialist expertise; or ▪ An equivalent combination of relevant experience & education/training.
Supervision & Leadership	<ul style="list-style-type: none"> ▪ General to broad direction ▪ May supervise or coordinate other non-professional staff to achieve objectives ▪ Will perform work assignments guided by policy, precedent, professional standards & /or specialist expertise
Knowledge	<ul style="list-style-type: none"> ▪ Perform work assignments guided by policy, precedent, professional standards and managerial or technical expertise. ▪ Employees would have the latitude to develop or redefine procedure and interpret policy so long as other work areas are not affected. ▪ In technical and administrative areas, have a depth or breadth of expertise developed through extensive relevant experience and application. ▪ Performs tasks/assignments which require proficiency in the work area's rules, regulations, policies, procedures, systems, processes and techniques ▪ Understands & identifies how their work impacts on other related functions ▪ Will provide interpretation, advice & decisions on procedures & protocols in the immediate work area ▪ Is able to adapt procedures & techniques as required to achieve objectives without impacting on other areas ▪ Will have latitude to develop or redefine & interpret policy and protocols so long as other work areas are not affected ▪ Has developed areas of specialist expertise
Communication & Profile	<ul style="list-style-type: none"> ▪ Prepares complex documentation & reports requiring in-depth analysis ▪ Initiates & maintains relationships with internal stakeholders ▪ Negotiates with internal stakeholders & peers to gain cooperation & achieve objectives ▪ Plans, leads & facilitates consultative processes involving difficult or sensitive issues ▪ Identifies & actively works on areas of professional & personal development ▪ Identifies key messages & information required for decision-making

Judgment, Innovation and Problem Solving	<ul style="list-style-type: none"> ▪ Designs, develops & maintains complex, procedures, systems &/or equipment ▪ Undertakes planning processes & develops proposals for plan implementation ▪ Analyses & reports on activities affecting the work area and/or data and experimental outcomes ▪ Exercises high level diagnostic skills on sophisticated equipment or systems ▪ Has discretion to innovate within own function & take responsibility for outcomes ▪ Interprets & develops policy within the immediate work area
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OTHER JOB RELATED INFORMATION:

Vision and Values:

Our Vision: We strive to enhance human health and the quality of life through ground-breaking, collaborative, medical research discoveries and innovation, and ensure its direct impact on the community.

Our Mission: To capitalise on our multidisciplinary research strengths and academic and health partnerships to provide transformative and innovative solutions to major health problems.

Our Values:

Innovation: We inspire and enable world class researchers at the frontiers of science and medicine to find new and transformative solutions to people's greatest health challenges.

Collaboration: Our multidisciplinary, integrated approach creates an enriched, energetic environment that encompasses the entire lifespan; this allows our researchers and clinicians to leverage each other's knowledge to spark creative ideas and make unexpected discoveries.

Community: We care deeply about improving the health and wellbeing of people in the community and we are committed to rewarding their investment in science.

Excellence: Integrity and passion underpin our pursuit of the highest level of knowledge achieving significant outcomes whilst nurturing and inspiring the next generation of scientists.

Other relevant information:

- The Hudson Institute is a totally smoke free workplace.
- The position is subject to terms set out in the Hudson Institute Enterprise Agreement (2015), Policies and Procedures and any subsequent variation to these.
- The Hudson Institute is an Equal Employment Opportunity Employer.
- The Hudson Institute has a commitment to Occupational Health and Safety. It is a condition of employment that staff comply with all health and safety related policy and procedures and take part in activities designed to improve the health and safety of the workplace.
- It is a requirement of the position to participate in the annual Performance Planning and Review process.

3. Endorsement

Name: (Employee)			
Signed:		Date:	____/____/____
Name: (Supervisor)			
Signed:		Date:	____/____/____
Name: (HR Officer)			
Signed:		Date:	____/____/____