

# Communications Manager

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**Position title:** Communications Manager

**Division/Department:** Melbourne Genomics

**Position reference:** WEHI/DANB270121

**Remuneration range:**

**Position reports to:** Head, Strategy and Planning - Melbourne Genomics

**Positions reporting to this one:** Up to two

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**Classification:** HEW 8/9

**Work location:** Children's campus, Parkville

**Employment type:** FT, 1 year in the first instance. Part-time considered.

**Further information:** Naomi Burke

**Closing date:**

## Position overview

Established in 2013, Melbourne Genomics is a collaboration of 10 leading hospitals, research and academic organisations, supported by the Victorian Government. The Alliance members recognise that collective vision and collaborative effort are essential to drive change at the vanguard of genomic medicine, and to bridge the gap between research innovation and healthcare reality.

The Communications Manager will lead the development, and then execution of, the communication and change strategy for a new four-year program. This will include development and delivery of key messages across multiple channels; coordination of planning and implementation for stakeholder communication across member organisations, health services and the Victorian government; media relations; and community engagement.

Leading a small team, the Communications Manager must be proactive and hands on, with the ability to respond to requests swiftly, while maintaining focus on competing priorities and strategic objectives. As a member of the management team you will provide timely advice and support.

You will also enjoy a fast-paced and rewarding environment, joining a supportive, cohesive, and high performing team, where you will be constantly learning and challenged.

## Organisational environment

### Melbourne Genomics Health Alliance

Genomic medicine – healthcare informed by greater knowledge of our DNA – is advancing rapidly. Technology now enables us to 'read' our DNA and use this information to change patient outcomes, improve treatment and save lives. But genomic medicine is not yet an ongoing part of everyday medical care.

Melbourne Genomics Health Alliance has a transformative vision: to generate the widespread, complex change necessary to deliver genomics for the benefit of patients. Melbourne Genomics' work drives equitable and effective translation of genomics into the Victorian health system.

Established in 2013, Melbourne Genomics is a collaboration of 10 leading hospitals, research and academic organisations, supported by the Victorian Government (medical research fund). The Alliance members recognise that collective vision and collaborative effort are essential to drive change at the vanguard of genomic medicine, and to bridge the gap between research innovation and healthcare reality.

The members of Melbourne Genomics Health Alliance are:

- The Royal Melbourne Hospital
- The Royal Children's Hospital

## Communications Manager

- The University of Melbourne
- WEHI (host organisation)
- Murdoch Children's Research Institute
- CSIRO
- Australian Genome Research Facility (AGRF)
- Peter MacCallum Cancer Centre
- Austin Health
- Monash Health

To achieve its vision, the Alliance will begin a final four-year program of work in 2021 to sustainably embed genomic medicine into the Victorian health system.

The Melbourne Genomics Health Alliance is hosted by the Walter and Eliza Hall Institute (WEHI) and the Communications Manager will be employed by WEHI. When working on-site the role will be based at the Children's Campus, Parkville.

Melbourne Genomics supports flexible working arrangements.

### **The Walter and Eliza Hall Institute of Medical Research**

The Institute is one of Australia's leading biomedical research organisations, with a strong national and international reputation for performing highly influential basic and translational research.

With more than 1,100 staff and students, the Institute is addressing some of the major health challenges of our time, with a focus on cancer, infection, inflammation, immune disorders, development and ageing. We are at the forefront of research innovation, with a strong commitment to excellence and investment in research computing, advanced technologies and developing new medicines and diagnostics. And our researchers are strongly supported by Professional Services teams.

The Institute's main laboratories are located in the world-renowned Parkville precinct, a vibrant and collaborative life science research, education and healthcare hub. The Walter and Eliza Hall Institute Biotechnology Centre is located 30 minutes from Parkville at La Trobe University's R&D Park in Bundoora and includes facilities for medicinal chemistry and antibody development and production.

## **Key responsibilities**

- Develop, manage and evaluate communication and engagement strategy and activities for Melbourne Genomics' local, national and international audiences
- Manage strategic delivery of communication campaigns and activities across channels, including media, online channels, brochures, electronic direct mail, award submissions, events and presentations
- Manage Melbourne Genomics' media relations, including management of media opportunities and issues across government, Alliance members and other key stakeholders
- Build and maintain relationships with Melbourne Genomics' stakeholders
- As a member of the Program management team, advise and support the Program leadership
- Report on the effectiveness of communication and engagement activities to the Executive Director, Board, government and member organisations
- Manage the Melbourne Genomics brand and narrative consistency, contributing to positive recognition for genomics, genomic medicine and the Melbourne Genomics member organisations
- Manage Melbourne Genomics stakeholder and media events, as required. Develop event briefing documentation, including speech notes
- Support community engagement activities and other duties relating to communication and engagement, as required

- Manage up to two direct reports

## **Key selection criteria**

### **Personal qualities**

- Self-motivated and agile
- Professional, discrete and tactful relationship builder
- Able to work autonomously, but also a team player who values team development
- Ability to work with people at different levels, negotiate, network and influence
- Outcomes focussed with an ability to coordinate multiple initiatives simultaneously and maintain attention to detail
- Ability to operate in an environment of uncertainty and incomplete information and make well-reasoned decisions

### **Knowledge and skills**

#### **Essential**

- A tertiary qualification in communications/media/journalism, arts or science, as well as substantial experience in planning, executing and evaluating multi-faceted communication campaigns
- Knowledge of contemporary media and communications mediums and an ability to effectively apply such knowledge to complex issues and diverse audiences
- Highly developed interpersonal, written and oral communication skills with demonstrated ability to write clearly, concisely and appropriately for specific audience groups and mediums
- Proven ability to lead communications and engagement in a complex, fast-paced environment
- Experience providing copy-writing and editing of content as necessary
- Proven experience coordinating events and managing website content

#### **Highly desirable**

- Experience with change communications
- Experience in government engagement and the health and/or medical research sectors
- Experience developing effective social media strategies
- Experience engaging and managing contract staff and services

## **A safe and sustainable workplace**

The Institute is committed to developing a safe and sustainable workplace with rigorous risk, compliance and governance systems. As an employee you are expected to:

- Comply with Institute policies, plans and procedures.
- Take reasonable care of your own safety and the safety of others including using Personal Protective Equipment (PPE) and safety devices appropriately.
- Report all risks, hazards, incidents/injuries and near misses.
- Attend and complete training programs as documented in individual training needs matrices, within proposed time frame.
- To the extent of your role responsibilities and obligations proactively contribute to a safe and sustainable workplace.

## Diversity

At the Walter and Eliza Hall Institute we embrace diversity amongst our staff and students and know the importance of an inclusive workplace culture to the success of our organisation.

We are actively committed to achieving gender equality across our workforce. The institute has a range of policies and initiatives in place to address under-representation of women at senior levels and to support people with caring responsibilities.

We have a strong commitment to the process of reconciliation and creating meaningful employment and training opportunities for Aboriginal and Torres Strait Islander Peoples.

We encourage applications from people from culturally and linguistically diverse backgrounds, Aboriginal and Torres Strait Islander Peoples, people with a disability, and people from the LGBTQIA+ community.

## Privacy notification

The collection and handling of declarations and personal information relevant to your employment will be consistent with the requirements of the Privacy Act 1988.

## Acceptance

I, ..... have read, understood and agree that this position description represents the key duties and responsibilities expected of me while employed in this position. I will also undertake other duties assigned to me from time to time. I understand the Walter and Eliza Hall Institute of Medical Research reserves the right to modify this position description, as required, and I will be consulted when this occurs.

*\*) If e-signature is used:*

I consent to providing my electronic signature below in confirmation that I have read, understood and accept the duties and responsibilities described this position description.

Employee Signature: ..... Date: .....

Supervisor Signature: ..... Date: .....

Supervisor Name: .....