



Position Description

Position Title:	Communications Officer
Salary Range:	MCRI Professional & Administrative Salaries - Level 4 Step 4 - Level 5 Step 4
Reporting Manager:	Senior Communications Manager
Direct Reports:	NA
Home Group:	Marketing & Communications, Research Support and Operations (RSO)

The Murdoch Children's Research Institute (MCRI) is the leading child health research organisation in Australia and top two in the world. Our purpose is to help children to live happy and fulfilled lives.

Based in Melbourne and co-located with our research partners The Royal Children's Hospital (RCH) and Melbourne University on the Melbourne Children's Campus. This provides us with a unique opportunity to accelerate our emphasis on translational research.

Our diverse team of world-leading researchers have one shared goal - to make discoveries that transform child health worldwide. We are inspired by people who are resourceful, imaginative, self-motivated, energised by making the world better, and who believe in the benefit of collective effort.

Organised around five main research themes and five major cross-disciplinary research programs, our researchers work across three areas: laboratory work to investigate why diseases occur, clinical research alongside paediatric doctors and nurses to influence diagnosis and treatment, and population health studies to understand how disease impacts children in the broader community.

Our dedicated research support staff work to improve research resources and services; and provide an excellent environment to help clinical and non-clinical researchers to complete their important work.

Our subsidiary organisation, Victorian Clinical Genetics Services (VCGS) is Australia's pre-eminent genetics service that provides diagnostics, counselling and scientific leadership. VCGS has the largest collective genetics expertise in the Southern Hemisphere. As a not-for-profit organisation, all proceeds go back into research, which means we can continue to develop innovative solutions to complex problems.

This is why the Murdoch Children's is the place to be to change the face of child health

About Research Support and Operations Team (RSO)

Our mission is to improve the efficiency and effectiveness of our researchers by focusing our efforts in three important areas: providing more time for research; improving research resources and services; and delivering an excellent research environment. More research time and better resources allows our researchers to be best placed to continue to make discoveries to improve the health and wellbeing of children.

Position Overview

As the Communications Officer (CO) you will support the Senior Communications Manager (SCM) to execute the Media & Communications plan.

Your primary task as the CO will be to support the amplification of the MCRI brand with the broader community and champion the MCRI's purpose and contribution to child health and care locally and internationally.

Working with the SCM, your scope will include supporting internal and external stakeholders, executing media communications activities and contribute to the internal communications programme. You will have the opportunity to

offer creative and strategic input into key initiatives, ATL campaigns, brand strategy and communications assets, as directed by the SCM.

With a genuine interest in child-health research and your experience working across key media channels including (but not limited to) Health Industry, Corporate, and Consumer, you will manage the day to day activities including:

- Help create and implement omni-channel media and distribution plans to amplify media and key messages
- Copywrite key messages, collateral and help prepare content to support research and strategic initiatives
- Adapt media releases to update content across owned media channels (web, social and eNews)
- Prepare
- Monitoring media activities across the key Research Themes relevant to the MCRI
- Media reporting for Leadership Team and Board reports
- Support the media team to respond to and facilitate media and PR enquiries
- Provide communication services to support internal stakeholders to increase engagement of Government, Donors, our People, and/or External stakeholders
- Act as a positive Brand Ambassador for the MCRI

To be effective in this role, you will need to demonstrate experience in communications across media, marketing and/or community engagement. This is an exciting role that will provide you with the opportunity to make a real difference in the lives of children around the world.

Key Accountabilities

Communications

- Support MCRI marketing and communications plans, research/academic agenda and researchers
- Implement and coordinate communications activities, support communication plan priorities and support the execution of key messages relating to organisational initiatives and the strategic plan
- (e.g. develop communications plan and support for the launch of new health initiatives or fundraising events, content creation and editing for health publications or media release to support research publication etc.)
- Support day to day project management including key stakeholder engagement, and post campaign reviews
- Provide input to the integrated marketing & communications plan
- Create, monitor and update information where relevant to MCRI's external key stakeholder groups and the community to keep them up to date with activities being undertaken by the Institute

Influence & Internal Engagement

- Prepare key messages, collateral or press releases to promote new health initiatives, research reports, medical breakthroughs and awards.
- Actively seek out information and stories from MCRI researchers to identify opportunities to actively promote MCRI.
- Connect with families and researchers to develop strong, compelling stories about patient experiences for marketing, promotions and fundraising purposes.
- Assist shaping key messages for researchers to address media and for audio grabs
- Assist with talking points, speeches and presentations for both internal and external audiences
- Assist with storyboarding, production and editing for videos, webinars and podcast
- Assist with day-to-day media inquiries

Technical Experience:

- Health industry experience desired, but not essential
- Excellent interpersonal and influence skills
- Advanced written and oral communication and presentation skills
- Audio and video production experience highly regarded
- Demonstration of a high degree of attention to detail and accuracy of data in communications and reporting
- Meet targets for communication deliverables within required timeframes
- Strong teamwork skills; a true collaborator
- Strong creative, innovative and problem solving skills.
- Strong prioritisation, research, multi-tasking, organisational and planning skills.

Organisational Relationships:

Key working relationships will include:

Internal: Teams within Marketing & Communications, Engagement & Philanthropy , Research Theme , Victorian Clinical Genetic Services

External: Local, interstate and international media, The Royal Children's Hospital Communications team, University of Melbourne's Communications team, relevant Parkville Precinct Communications, community advocacy groups, patients and families.

Selection Criteria

Essential knowledge, skills and experience

- Relevant Tertiary Qualifications in at least one area of communications, media, journalism, marketing or public relations
- 3+ years' experience in communications, media, marketing, public relations or other related field
- Experience in interacting with journalists and building media relationships
- Self-lead and able to work with agility, maturity and resilience
- Social media and online media experience
- Strong team player able to demonstrate emotional intelligence and sound judgement
- Ability to exercise initiative with discretion and apply risk management controls.
- Manage competing demands and priorities, and being able to communicate positively with team

Desired knowledge, skills and experience

- Background in health, medical research or academia
 - Consumer Health Industry experience (B2C)
 - Experience in supporting internal communications.
 - Experience in branded content development and events communications
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Conditions of Employment

- Working with Children & National Police Clearance (if appointed) in compliance with the Victorian Governments Child Safety Standards
 - Your right to reside and work in Australia and you meeting any applicable visa conditions
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Health, Safety & Wellbeing

- We are committed to providing and maintaining a working environment which protects the health, safety and wellbeing of our people, partners and the community
 - Employees conducting duties on behalf of MCRI are expected to meet the environment, health and wellbeing requirements and responsibilities specifically required for the role
 - We are committed to supporting children in their right to be safe and adhere to the responsibilities we have to ensure their protection and safety as per the Child Safety Standards Policy
 - Some positions may be subject to appropriate medical checks to ensure the safety of the incumbent and others
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Commitment to Our People

- We are committed to creating a positive working environment which values staff from diverse backgrounds and experiences. We strive to foster an inclusive culture that provides equal opportunities for all and a culture where we treat one another with respect, consideration and dignity
- We are committed to developing our people and fostering an environment where learning and development is central to our staff reaching their full potential