



Position Description

Position Title:	Communications Officer
Salary Range:	MCRI Professional & Administrative Salaries - Level 4 -5
Reporting Manager:	Head of Communications
Direct Reports:	None
Home Group:	Communications

Children are at the heart of everything we do.

The Murdoch Children's Research Institute (MCRI) is home to significant scientific discoveries. We believe there is an answer, a cure, or a better treatment for every childhood condition – and we are determined to find it.

We are a diverse team of world-leading researchers, doctors, engineers, and hardworking professionals in corporate and scientific services from all corners of the world with one shared goal – to transform child health worldwide.

Our strength lies in our partnership and co-location with The Royal Children's Hospital and the University of Melbourne – the Melbourne Children's Campus. This rare model amplifies opportunities to quickly translate research into clinical care.

At MCRI, you will also find our subsidiary organisation, the Victorian Clinical Genetics Services (VCGS), a specialist childhood, prenatal and adult genetics service. VCGS provides an integrated genetic consultation, counselling, testing and diagnostic support service to children, adults, families, and prospective parents.

Together, we share a powerful vision: re-imagine the future of child health.

What is it like to work for us?

We are committed to ensuring a positive working environment that values all backgrounds and experiences. We cultivate an inclusive culture that is underpinned by equal opportunity for all and a culture based on respect, consideration, and dignity. We are also committed to developing our People and fostering an environment where learning and development is central to our staff reaching their full potential.

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
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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.

What we need from you

Essential

- 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

Desirable

- 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
 - The 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
 - Specified positions may be subject to medical review to ensure that the inherent requirements of the role can be undertaken safely
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As MCRI evolves to meet its changing strategic and operational needs and objectives, so will the roles required of its employees. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. This position description is intended to provide an overall view of the incumbent's role as at the date of this statement.