



VACANCY ANNOUNCEMENT

| | |
|----------------------------|--|
| POSITION TITLE: | Communications & Marketing Manager |
| SALARY: | \$81,487 - \$95,381 (negotiable, depending on qualifications and experience) plus access to salary packaging |
| SUPERANNUATION | 9.5% employer contribution |
| TIMESCALE: | Full time (12 months fixed term contract, maternity leave replacement, potential to extend) |
| APPLICATIONS CLOSE: | OPEN UNTIL POSITION IS FILLED. |

Position Summary

The Communications & Marketing Manager is a stand-alone role working within a small dynamic team and will be required to bring enthusiasm, motivation and creativity to the position. The incumbent must be confident, have excellent writing and interpersonal skills, be a team player and have a desire to learn about all the research projects at the Institute and have an interest and understanding of technology.

The incumbent will be responsible for managing and coordinating all of the Institute's PR & Communication activities and reports directly to the CEO.

Key Responsibilities

1. PR, Marketing & Communications

- Works closely with the CEO and Communications Committee to create an environment to support the Bionics Institute's (BI) key priorities, including
 - Seeks opportunities for positive media coverage and proactively promotes special events
 - Develops strong brand awareness
- Identifies opportunities for promotion of BI
- Prepares copy for internal and external publications including the Annual Report, electronic and hard-copy newsletters and supporting material for fundraising campaigns
- Updates the existing communications strategy for BI and implements this strategy
- Develops specific campaigns to coincide with health days/weeks (e.g. Hearing Awareness Week)
- Develops relationships and meets regularly with key researchers to develop promotions and campaigns for their research

- Responsible for increasing BI's social media profile and regularly updates facebook, linked-in and twitter home pages
- Organises communications/media training for staff as required
- Identifies and develops new relationships with organisations in the same field as our research
- Coordinates and takes minutes of the weekly communications committee meetings
- Presents updates at the monthly BI-all staff meetings
- Responds to enquiries from the public

2. Website Maintenance

- Regularly updates the Institute's website content using word press
- Analyses website google analytics and makes recommendations for improvement
- Responsible for increasing the number of " hits" to BI's website

3. Administration

- Coordinates direct mail campaigns, invitations and program material
- Coordinates mail outs of quarterly newsletters, e-newsletters and the annual report
- Assists with the development of presentations
- Provides general administrative support and other duties as required such as answering reception telephones when the Executive Assistant is on leave.

Level of Supervision, Independence

The incumbent is expected to carry out a range of tasks that require a high level of administrative and planning skills. Whilst some direction is provided by the CEO, the PR & Communications Manager is expected to work with some autonomy and exhibit initiative and flexibility. The position has no direct reports.

Problem Solving, Judgement

The incumbent is responsible for reviewing and developing their role and is expected to have the ability to research and recommend effective solutions to problems as and when required.

Interpersonal and Organisational Skills

The incumbent must be a confident individual and will require highly developed interpersonal and communications skills with the ability to build strong relationships. The position holder will need to be able to develop a quick rapport with a wide range of people, to communicate clearly what the Institute does and how important it is that the research continues. They must come across as being passionate and totally genuine.

The incumbent requires a high degree of organisational skills with excellent attention to detail.

Selection Criteria

Essential

- Completion of a relevant bachelor degree
- Previous experience working in PR/communications in a small organisation
- Excellent written and verbal communication skills
- Highly developed interpersonal skills with the ability to build strong relationships
- Experienced in the use of social media tools and a high level of creativity and initiative
- Proactive with a collaborative, positive, can-do approach
- Experience in website maintenance

Desirable

- Experience using wordpress
- Experience working in a similar environment

Requirements

A police check is required

Applications can be emailed to HR-Applications@bionicsinstitute.org

We will commence interviewing for the role immediately therefore if you are interested please submit your application as soon as possible.

For further information please contact:

Amelia Cavanagh, HR & Communications Manager on (03) 9667 7537 or acavanagh@bionicsinstitute.org

“The Bionics Institute is an equal opportunity employer and female applicants are encouraged to apply. The Institute maintains a smoke free workplace and a workplace free from sexual harassment. The Bionics Institute’s workplace embraces the Occupational Health and Safety Standards”