Position Description

Communications Officer

Level: 6  Date: November 2014
School/Unit: NDARC  Faculty/Division: UNSW Medicine
Written by: Marion Downey/Karen Hill

POSITION SUMMARY
The role of the Communications Officer is to maintain the generate content for the NDARC website and other digital channels. The position will play a key role in managing and evaluating NDARC’s social media profile. The position also supports the communications manager in a number of key communications activates including but not limited to liaising with media, writing media releases, assisting with the production of the Annual Report and bimonthly newsletter and helping with the Centre’s Annual Symposium.

ORGANISATIONAL ENVIRONMENT
Overview of the Faculty/School/Divisional Work Unit
UNSW Medicine is a national leader in learning, teaching and research, with close affiliations to a number of Australia’s finest hospitals, research institutes and health care organisations. With a strong presence at UNSW Kensington campus, the faculty have staff and students in teaching hospitals in Sydney as well as regional and rural areas of NSW including Albury/Wodonga, Wagga Wagga, Coffs Harbour and Port Macquarie.

The National Drug and Alcohol Research Centre (NDARC) was established at the University of New South Wales by the Commonwealth Government in 1986 to extend the knowledge base required for effective treatment of individuals with alcohol and other drug related problems and to enhance the overall research capacity in the drug and alcohol field. The Centre is highly regarded, both nationally and internationally, for its contribution to drug and alcohol research.

The purpose of the communications and media department of NDARC is to maintain a high profile for the centre with the media, external stakeholders and the general public and to communicate the Centre’s research activities to this audience.

Statistics
NDARC is dynamic research centre, with approximately 140 staff and 28 PhD students. There are currently over 90 different projects in progress.
Reporting Relationships
Supervisor’s title: Manager of Media and Communications
Other positions reporting to the supervisor: NIL
Positions reporting to this position: NIL

KEY DUTIES & RESPONSIBILITIES

Digital Communications

- Conception and execution of a content program and calendar for NDARC’s multiple digital channels.
- Content management of the NDARC website. This encompasses original content creation (e.g. news & events items, research project summaries, fact sheets, blog posts) as well as sourcing and managing content from other channels such as enterprise-wide UNSW databases.
- Content creation and management of NDARC’s social media channels.
- Content creation and management for additional digital channels including NDARC’s bimonthly online publication and email newsletter and the NDARC intranet.
- Regular analysis and reporting on website and social media performance.
- Liaison with internal stakeholders such as UNSW Medicine IT and UNSW Central Web Unit on website improvements, maintenance and launches.
- Lead and advise NDARC staff on digital projects such as video and audio content creation, recruitment of research participants via digital channels, and dissemination of research results online.
- Establish relationships with internal stakeholders to ensure optimal promotion of NDARC through additional UNSW digital channels such as the UNSW Medicine website and websites of research teams and centres located within NDARC.

Media and Corporate Communications

- Aid NDARC’s Manager of Media & Communications in promoting the Centre and its research output in the media. This includes proactive identification and dissemination of news stories via media releases and reactive response to media inquiries.
- Conduct regular analysis and reporting on media achievements.
- Project manages the creation of additional communications materials such as the NDARC Annual Report, including liaison with graphic designers and printers.
- Assist in the coordination of events and launches including the NDARC Annual Research Symposium.
- Apply UNSW branding guidelines to all communications materials and support NDARC staff in adhering to the guidelines.

Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.
SELECTION CRITERIA

- Qualification in media, communications or related field (a degree in Psychology or Science will be highly regarded) or an equivalent level of knowledge gained through any combination of education, training and/or experience
- Demonstrated experience in day to day website administration and a sound understanding of the website's role in an organisation's communication strategy
- Well-developed computer skills including sound knowledge of online content management systems (preferably Drupal), social media management platforms, website and social media analytics tools, design software such as the Adobe Suite and Microsoft Office
- Excellent verbal and written communication skills with proven experience writing media releases, corporate publications, newsletters and website content
- Excellent knowledge of Australian media and demonstrated ability to liaise, build and maintain professional working relationships with both internal and external stakeholders
- High level accuracy and strong attention to detail with extensive experience in proofreading
- Excellent time management and organisational skills with a proven ability to deal with multiple tasks; establish priorities and meet deadlines
- Knowledge of WHS responsibilities and commitment to attending relevant WHS training and knowledge of equal opportunity principles

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.