

POSITION DESCRIPTION – General Staff For levels 1 to 5

Position Title: Communications & Media Officer

Level: 5

Faculty/Division: Australian Institute for Innovative Materials (AIIM)

Department/Location: Intelligent Polymer Research Institute (IPRI) / ARC Centre of Excellence for Electromaterials Science (ACES)

Primary purpose of the position:

This position requires implementing and maintaining the ACES/IPRI communications strategies for the five target audiences to raise the profile of the Centre and showcase its ground-breaking research, including profiling initiatives including managing media and PR enquiries, creating and distributing content for media campaigns, presentations, newsletters, publications, websites and social media channels – all of which contribute to positioning the Centre of Excellence as a leader in research. They would also assist at ACES events.

Taking direction from the Director of ACES and Australian Laureate Fellow and the communications group within ACES, this position would be asked to work across the ACES organisations liaising with stakeholders to implement media and PR tactics, ensuring activities have the desired impact.

Position Environment: (Optional)

The position will be within the Intelligent Polymer Research Institute (IPRI) at the University of Wollongong, lead node of the ARC Centre of Excellence for Electromaterials Science (ACES). ACES brings together eminent scientists from more than six university based organisations (national and international) to develop the nano-science and nano-technology related to the movement of electric charge within and between materials.

Major Responsibilities:

Tasks	Outcomes
1. Assist the Director and communications group to coordinate media and PR work. This involves the creation and strategic distribution of content for campaigns, presentations, talks, publications, websites and social media channels.	Content creation is on brief, leveraged across all communication channels and effectively contributes to supporting the ACES brand, positioning and operational objectives.
2. Proactively build strong working relationships with internal stakeholders ensuring opportunities to promote ACES's achievements and initiatives are identified and maximised.	Increase media awareness of ACES, gaining widespread and positive media coverage.
3. Assist Director and communications group to manage key media and other external stakeholder relationships; providing official responses directly to the media as required.	Manage relationships; maximise opportunities and ensure ACES is correctly represented.
4. Monitor media environment for coverage and opportunities, providing	ACES Media and PR coverage is

ACES with information regarding UOW and competitor media coverage and profiling; with reports if required.	tracked, reported and management is informed of activities.
5. Maintaining and coordinate ACES Media website, database of expertise and media photo database, with compilation and co-ordination of data for the ACES annual reporting activities.	Assets are well managed and aligned to ACES business objectives and data available for reporting for funding bodies.
6. Assist with development of projects and/or exhibits in conjunction with Wollongong Science Centre for ACES outreach activities	Exhibits and successful outreach projects
7. Assist with the development and organisation of workshops, conferences and public relations events, including venues, catering, presenters, marketing and advertising, information kits, media liaison, and sponsorships.	Successful event management
8. Supervisory roles: Communicate and consult with staff on workplace and staffing matters.	Foster direct relationships with staff and enhance engagement within the organisation.
9. Observe principles and practices of Equal Employment Opportunity	To ensure fair treatment in the workplace
10. Have WH&S responsibilities, accountabilities and authorities as outlined in the http://staff.uow.edu.au/ohs/commitment/responsibilities/ document	To ensure a safe working environment for self & others.

Inherent Requirements:

This position description outlines the major accountabilities/responsibilities and the selection criteria against which you will be assessed as suitable for the position. As such there will be specific job requirements that we refer to as Inherent Requirements.

Inherent Requirements refer to your ability to:

- Perform the essential duties and functional requirements of the job;
- Meet the productivity and quality requirements of the position;
- Work effectively in the team or other type of work organisation concerned; and
- Do the job without undue risk to your own or others health, safety and welfare at work.

If you have any injuries, illness, disorder, impairment, condition or incapacity that may affect your ability to perform the inherent requirements of the position, we encourage you to discuss this with the University to assist in the process of identifying reasonable adjustments to enable you to perform the duties of the position. The University wants to place you in the best situation to use your skills effectively in the position you are applying for at the University.

Reporting Relationships:

Position Reports to: Professor Gordon Wallace

The position supervises the following positions: Nil

SELECTION CRITERIA - Knowledge & Skills:

Essential:

- Excellent written and verbal communication skills and demonstrated ability to compose and present written material for a range of target audiences.
- Highly competent user of Microsoft products including design, photoshop and website content management (CMS) applications.
- Excellent time management and organisational skills; able to work on several projects at once.
- Demonstrated ability to promote activities.
- Demonstrated ability to collaborate with commercial partners and external parties.
- Demonstrated skills in stakeholder management and relationship building.
- Demonstrated problem-solving, negotiation and conflict management skills.
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Desirable:

- Knowledge of media and PR trends in the Higher Education sector.
- Experience in development of multimedia.

SELECTION CRITERIA - Education and Experience:

Essential:

- Tertiary qualifications in a relevant discipline and/or relevant professional experience and training.
- Substantial experience in developing and implementing communications and public relations strategies.
- Extensive professional experience creating media and PR content and communications for a range of audiences and media platforms.
- Experience in event management.

Desirable:

- Demonstrated experience working with photographers/videographers to capture marketing communications images.
- Experience in scientific writing and presenting complex scientific material for general audiences
- Experience in writing applications for funding activities and award applications

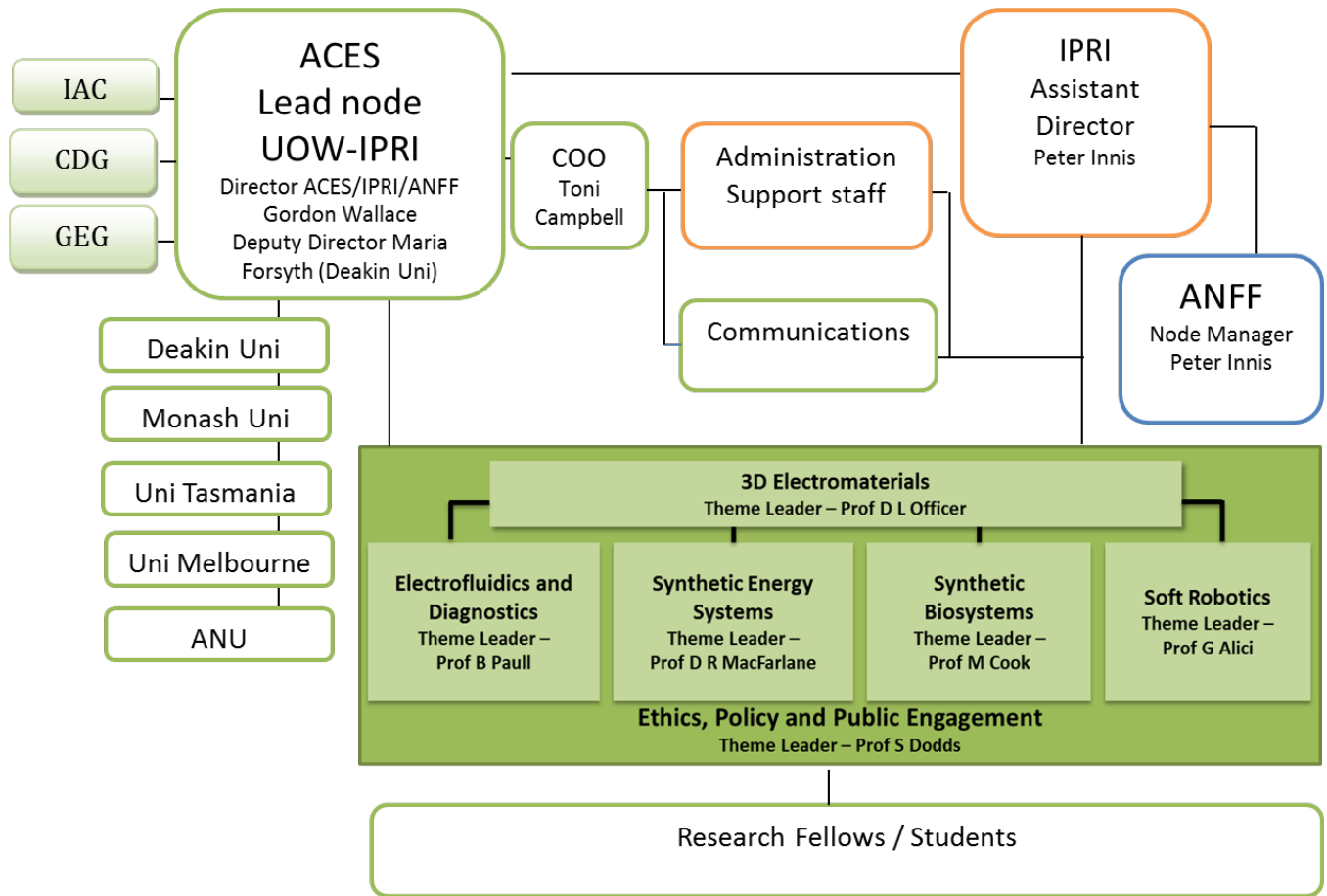
Personal Attributes:

- Ability to work independently as well as in a team environment.
- Service and outcome oriented attitude, responsiveness and adaptability
- Attention to detail, good design sense and commitment to delivering high quality outcomes
- Exceptional communication and interpersonal ability
- Ability to exercise independent judgment and to take initiative within University policy.
- Ability to influence others
- Ability to maintain confidentiality with well-developed qualities of tact and discretion.

Special Job Requirements:

- The appointee may be required to travel and work extended hours from time to time.
- The appointee will have to undergo OH&S inductions to laboratory and understand the ACES laboratories workplace procedures.

Organisational Chart:



Approval:

Approval by Head of Unit: _____

Date: _____

Approved by Human Resources: _____

Date: _____