Role Description

Position Title: Digital Communications Officer  
Employee Name:  

Group: Foundation – Media & Communications  
Level: TEC $48,000 p.a.  

Status: Part time (0.8 FTE)  
Location: Margarete Ainsworth Building, Randwick  

Reports to: Media & Communications Manager  
Positions reporting to this role: N/A  

Position Overview

The Digital Communications Officer reports to the Media & Communications Manager and is responsible for three main areas of work:

i) Coordinating and producing content for NeuRA's social media program
ii) Uploading and editing content on the NeuRA website, including by managing the Jira support desk system
iii) Producing directly or managing suppliers in the creation of multimedia content (such as videos, photographs, infographics) to build brand awareness and support fundraising campaigns

The Digital Communications Officer should ideally have at least 2-3 years' experience in digital communications or digital marketing, including experience with social media platforms, web publishing platforms and digital editing software. Marketing, public relations or digital experience within the not-for-profit sector is considered to be advantageous.

This role has an active working relationship with the fundraising teams within the Foundation and works in parallel with the Senior Media & Communications Officer.

It is a key requirement of the role to work in a supportive, positive and collaborative way with the Media and Communications Team, fundraising teams, NeuRA's researchers and other staff at NeuRA to promote NeuRA's fundraising program.

Neuroscience Research Australia (NeuRA)

Neuroscience Research Australia (NeuRA) is a leading independent medical research institute whose vision is to prevent and cure disease and disability of the brain and nervous system through leadership, excellence and innovation in neuroscience research. NeuRA has world-class research facilities and is based at Randwick in Sydney.

NeuRA's Objectives

"Our vision is to prevent and cure disease and disability of the brain and nervous system through leadership, excellence and innovation in neuroscience research."

NeuRA is committed to improving research quality. Our goals are to:

- Raise awareness
- Educate, Train & Foster
- Promote Openness
- Adopt Improvement

NeuRA's Values

Our values are the essence of our organisation – they are the principles that we live by and are at the core of everything we do. NeuRA’s values are:

### Organisational Structure

<table>
<thead>
<tr>
<th>Leadership</th>
<th>Department</th>
<th>Group Leader</th>
<th>My role</th>
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<tbody>
<tr>
<td>Chief Executive Officer</td>
<td>Foundation - Media &amp; Communications</td>
<td>Media &amp; Communications Manager</td>
<td>Digital Communications Officer</td>
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### Key Responsibilities

- Proactively engage with internal stakeholders to coordinate the social media program, including conceiving, developing and publishing social media content
- Oversee a social media calendar and production schedule to ensure deadlines are met
- Assist in managing the company’s social media presence, provide social media guidance to staff, and build followers
- Run and maintain the image library
- Respond to internal requests for communications support via the helpdesk system and update website content as per incoming requests
- Produce directly or manage suppliers in the creation of multimedia content (such as videos, photographs, infographics) to build brand awareness and support fundraising campaigns
- Assist with paid digital advertising
- Work with a digital agency to optimise the Ad Words grant and keep search words up to date
- Analyse Google Analytics and social media metrics, and prepare reports as required
- Other duties commensurate with the role, as reasonably required

### Measures of Success (outcomes & deliverables)

- Coordinate social media program and ensure posts are updated on a weekly basis in line with the Digital Strategy
- Ensure website updates are implemented within agreed service level agreements
- Develop multimedia content as required, including videos, photographs and infographics

### Core Competencies, Requirements and Experience

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Experience with multimedia editing software or working with videographers</td>
<td>2-3 years’ experience in a marketing or digital environment preferably within the not-for-profit sector</td>
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<td>Experience uploading content to online platforms, such as CMS or Hootsuite</td>
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<td>A good knowledge of social media and other digital forms of communication</td>
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<td>Ability to manage a project towards a deadline</td>
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<td>Excellent attention to detail</td>
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### Relationships and Interactions

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<th>Internal</th>
<th>External</th>
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<tr>
<td>Media &amp; Communications Manager (direct report)</td>
<td>suppliers and contractors such as videographers and digital marketing agencies</td>
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<td>Active involvement with the Senior Media &amp; Communications Officer</td>
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<td>Foundation fundraising teams</td>
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<td>IT</td>
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<td>NeURa researchers</td>
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**Performance Reviews**

All staff will undergo a Performance Review with their supervisor annually to ensure they are being supported to exceed in their role. This Position Description will be used to inform the Performance Review.

**Occupational Health and Safety**

All workers at NeuRA must familiarise themselves and comply with NeuRA general Policies and all NeuRA Work Health and Safety Policies.

**Responsibilities of all workers:**

- Be familiar with and ensure compliance with the WHS Act 2011 and Regulation 2017
- Co-operate with WHS policies and procedures to ensure your own health and safety and that of others within the workplace
- Attend all training sessions as required
- Do not interfere or misuse equipment provided for the health, safety and welfare of persons at work

**Additional responsibilities for supervisors: (PCBU)**

- Persons Conducting a Business or Undertaking (PCBU) i.e. managers and supervisors, have a duty of care for the health, safety and welfare of all persons in the workplace
- PCBUs must adopt a risk management approach to managing health and safety. This includes undertaking necessary risk assessments
- Attend all required training sessions

**Diversity**

NeuRA is an Equal Employment Opportunity Employer. We are committed to promoting equality of opportunity and eliminating discrimination in all our employment policies and practices.

NeuRA acknowledges the traditional custodians of the lands on which we work, and extends respect to all Elders past, present, and emerging.

**Right to Work**

You must have the right to live and work in Australia for the duration of your appointment at NeuRA.

**Privacy Notification**

The collection and handling of declarations and personal information relevant to your employment or appointment will be consistent with the requirements of the Privacy Act 1988.

**Changes**

Changes to this role description may be made from time to time to suit the requirements of the organisation.

**Acceptance**

_I have read and understood the requirements of the role and expectations outlined in this Role Description_

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<td>Signed:</td>
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