

POSITION DESCRIPTION	
NAME: TBC	JOB TITLE: Communications Officer (3 days per week)
PRIMARY JOB PURPOSE:	
<p>NeuRA is a leading brain and nervous system research institute specialising in ageing, neurodegeneration, mental illness and spinal cord injury, situated within the Prince of Wales campus. The NeuRA Foundation is the fundraising and communications arm of the Institute. The Senior Media Communications Officer is a key role within the Communications and PR Team, which sits within the NeuRA Foundation team of 10.</p> <p>The Communications Officer reports into the Communications and PR Manager to help position NeuRA to the external world, with consistent communication through a range of channels to a variety of target audiences (current and prospective donors, funding bodies and the scientific community). The role therefore entails deliverables for both the Foundation and the broader Institute. The proportionality of these deliverables may vary throughout the year but a rule of thumb is 65-60% Foundation and 35-40% Institute.</p> <p>This role will be managing and facilitating NeuRA's digital presence through social media channels as well as through the website with the ultimate aim of further establishing NeuRA's position as a leader in neuroscience research, but also to support and leverage fundraising campaigns. In addition, this role will help to ensure NeuRA is optimising its SEO and Google Ad Words to drive continuous quality traffic to the NeuRA website.</p> <p>In addition, this role will provide media and communications support to the Communications and PR Team more broadly on different campaigns and opportunities. Day-to-day support will include material development, media monitoring, media lists and other ad hoc duties as required.</p> <p>The Communications Officer will work closely with the Senior Media Communications Officer to ensure consistent messaging across digital channels.</p> <p>It is a key requirement of the role to work in a supportive, positive and collaborative way with the Foundation team, NeuRA's researchers and other staff at NeuRA.</p>	
REPORTS TO: (Performance reviewed by):	JOBS REPORTING TO THIS POSITION:
Communications and PR Manager	N/A
ACCOUNTABILITIES: Key areas of responsibility	
<ul style="list-style-type: none"> • Deliver the agreed social media strategy to grow and engage NeuRA's supporter base online and enhance our online presence • Develop and prepare all social media content as per the agreed social media calendar as 	

well as engaging with supporters in a timely fashion

- Website updates as requested by researchers or Foundation staff, including uploading media releases to ensure website content is current and relevant
- Identify and highlight any potential issues (externally or internally) that may impact NeuRA's brand reputation
- Leverage video and case study content through social media platforms and online
- Develop and maintain excellent working relationships with all research groups, media, internal and external stakeholders
- Provide support to the Foundation team on fundraising campaigns to help elicit support and donations
- Ensure accuracy for all communications in line with the TGA Guidelines, as well as working with relevant researchers and the Communications and PR Manager for quality control
- Work closely with the Senior Media Communications Officer to ensure consistency of message and brand on all campaigns
- Support the broader Communications and PR Team where appropriate
- Ad hoc duties as required

CORE COMPETENCIES/REQUIREMENTS/EXPERIENCE:

- 1-2 years' experience in a PR, marketing or digital environment, preferably within the not-for-profit sector.
- Entry-level skills in desktop publishing / graphic design programs such as Canva, InDesign, Photoshop etc.
- Entry-level skills in social media management tools
- Excellent writing and editing skills, with an eye for identifying newsworthy story angles
- Experience with social media content development and management as well as engagement
- Ability to multi-task and manage multiple projects to deadline
- Excellent attention to detail

OUTCOMES/DELIVERABLES (Measurable Output):

- Ensure all materials are accurate and of high quality
- Monthly reporting of all social channels and outputs, including increasing followers and engagement
- Google Analytics reports to show organic web traffic
- Google Ad Words Reports to show increases in conversions

KEY RELATIONSHIPS/INTERACTIONS – EXTERNAL AND INTERNAL:

Internally - the Communications Officer will report directly to the Communications and PR Manager and will have an active involvement with the Senior Media Communications Officer, other members of the Foundation team and the IT team.

Other internal interaction will be other Foundation staff and NeuRA researchers.

Externally – journalists and media proprietors, external graphic design agencies, consultants and suppliers. Communications staff in other campus entities, Government agencies, other NFPs, as required.

WHS RESPONSIBILITIES:

Familiarisation and Compliance 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 2011
- 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.