Digital and Design Communications Officer
Translational Research Institute, Brisbane

1. Background

The Translational Research Institute (TRI), based in Brisbane, is a leading Australian innovative medical research, development and translation facility. It is home to a range of cutting edge technology developments including interventions to prevent and treat human disease and provide diagnosis of early treatable disease.

Situated on the Princess Alexandra Hospital Campus, TRI combines the research, intellect and capability of the Queensland Government, Queensland University of Technology, The University of Queensland and The Mater Medical Research Institute. TRI houses over 900 leading researchers who interface with clinicians on the hospital campus and at other Brisbane based hospitals. Patheon Biologics, an international pharmaceutical company, leases TRI’s biopharmaceutical manufacturing facility, located adjacent to TRI’s wet lab facility.

TRI is one of a few places in the world where new biopharmaceuticals and treatments can be discovered, produced, clinically tested and manufactured in one location. TRI is charged with interfacing scientific development with the commercial sector ensuring that scientific innovation moves rapidly to improve patient outcomes. To this end, TRI is at the interface of science, medicine and industry.

2. TRI Vision and Values

TRI’s vision is to “create a world with better health outcomes achieved through translational research.” TRI will be recognised as a global leader in translational health research and commercialisation resulting in improved health and workforce readiness. The TRI vision is achieved through a corporate culture focused on collaboration to achieve excellence. TRI’s 6 values drive the expectations and standards of behaviour TRI stands for:

<table>
<thead>
<tr>
<th>Integrity</th>
<th>Respect</th>
<th>Commitment</th>
<th>Diligence</th>
<th>Efficiency</th>
<th>Accountability</th>
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</thead>
<tbody>
<tr>
<td>Everyone</td>
<td>Listen</td>
<td>Activate</td>
<td>Initiate</td>
<td>Define it</td>
<td>See it</td>
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<tr>
<td>Everywhere</td>
<td>Understand</td>
<td>Collaborate</td>
<td>Create</td>
<td>Create it</td>
<td>Own it</td>
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<tr>
<td>Everyday</td>
<td>Respond</td>
<td>Accelerate</td>
<td>Inspire</td>
<td>Deliver it</td>
<td>Solve it</td>
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3. Position Purpose

The primary purpose of the Digital and Design position is to communicate TRI’s vision and strategic priorities through creative online strategies and visually striking collateral that captures attention and builds engagement.
4. Key Accountabilities

Primary accountabilities include, but are not limited to:

- Manage TRI’s online, digital and multimedia platforms (intranet, internet, digital wall, LCD screens etc.) ensuring content effectively communicates TRI’s strategic priorities, is collaborative and captures attention in a crowded marketplace
- Plan, implement, manage and monitor the success of social media channels, ensuring content effectively communicates TRI’s strategic priorities, is collaborative and captures attention in a crowded marketplace
- Establish, develop and maintain positive relationships and regular engagement with key internal and external shareholders and stakeholders via effective, relevant and timely activity and content across TRI online, digital and multimedia platforms
- Work as part of Communications and Marketing team to promote and deliver the more than 600 events each year in collaboration with shareholder staff and key stakeholders
- Assist TRI personnel to optimise the use of resources and facilities through effective internal communications
- Research, write and proofread news and research content, editing text to suit audiences and channels
- Liaise with external vendors and suppliers as required
- Other duties as determined from time to time by the C+M Director

5. Reporting Relationships

The Digital and Design Communications Officer reports to the Director, Communications and Marketing and works with a team of professional and administrative staff responsible for communications, marketing, events and reception activities.

6. Experience, Knowledge, Skills and Qualifications

Experience

- At least five (5) years’ experience in developing and publishing content for online, digital, multimedia and social media channels
- Demonstrated experience in producing visually striking collateral that captures attention and builds engagement
- Experience in using Google Analytics for exporting reports and using insights to inform strategic direction and content development
- Worked as part of a team to deliver external and internal communications and events.

Knowledge, Skills and Abilities

- Demonstrated creative ability and an aptitude for innovative approaches across all digital channels including web, social and digital screens
- Demonstrated knowledge of Content Management System Drupal (essential), HTML and CSS (desired) and form setup (desired)
- Demonstrated knowledge of web based tools such as MailChimp (essential), Survey Monkey (desired), Sprout Social (desired) and Google Docs (desired)
- Demonstrated experience managing social media channels including Twitter, Facebook, Instagram, LinkedIn, YouTube, Pinterest and Flickr
- Demonstrated knowledge and understanding of marketing and communications strategy development in a complex organisation.
- Ability to use Adobe Photoshop (essential), Illustrator (desired) and Indesign (desired) to create online (essential) and printed (desired) materials
• Ability to use content production tools including Adobe Audition for audio (desired) and Adobe Premiere for video (desired)
• Excellent interpersonal and communication skills with individuals at all levels including research leaders, academics, executive management, students and funding groups
• High level organisational and time management ability
• Accuracy and attention to detail.

Qualifications

• A degree in online communications, digital marketing, design or related area and relevant experience in a complex environment with significant stakeholder and shareholder interaction.