



Communications and Marketing Manager

Translational Research Institute, Brisbane

1. Background

The Translational Research Institute (TRI) is a leading Australian medical research, development and translation facility. It is home to a broad range of cutting-edge research into cancer, chronic diseases, mental health conditions, immunology, genetics and more. TRI's priority is partnering scientific development with clinicians and the MedTech sector to ensure new discoveries progress quickly and improve patient outcomes and commercial return. To this end, TRI is at the interface of science, medicine and industry.

Situated on the Princess Alexandra Hospital precinct, TRI comprises a corporate entity and four research partners: Queensland Health, The University of Queensland, the Queensland University of Technology and Mater Research. The Institute is supported by grants from the Queensland and Commonwealth Governments.

TRI houses more than 1000 leading researchers, support staff and students. The Institute has two clinical trial facilities, one based at the PA Hospital and the other at the Centre for Children's Health Research next to the Children's Hospital. TRI licenses space to eight start-up companies and space in an adjacent building to the biopharmaceutical manufacturer Thermo Fisher. It is also home to a number of industry bodies.

2. Benefits of working at TRI

At TRI, you will be part of an innovative and progressive organisation. You will also be part of a life-changing cause – the development of new medicines to save and extend lives.

TRI offers a range of benefits, including:

- Competitive salary
- An inclusive and supportive workplace culture
- Investment in employee career development through professional development and training
- A focus on staff engagement and employee wellbeing
- Paid parental leave
- Bonus leave over the Xmas-New Year period (subject to Board approval)
- Opportunity to work remotely one day per week
- Access to TRI's Employee Assistance Program (EAP).

TRI encourages applicants from diverse backgrounds to apply.

3. TRI Vision and Values

TRI's vision is 'Exceptional Science, Healthier Lives' and our purpose is 'Transforming health through collaborative research'. This vision is achieved through a values-driven corporate culture focused on collaboration to achieve excellence. Our values are:

- Leadership:** *Our actions will shape a healthier world*
- Integrity:** *We do the right thing. Always*
- Knowledge:** *Through sharing, we empower innovation*
- Excellence:** *We strive for exceptional outcomes*
- Collaboration:** *Together we're better*

We LIKE Collaboration

4. Position Purpose

The Communications and Marketing Manager's role is to help position TRI as a global leader in translational research, which is the development of laboratory research into new medical treatments. The role will manage TRI's internal and external communications (except event promotion), marketing, graphic design, social media channels, website and intranet. It will also oversee the Institute's brand and corporate identity, including working closely with TRI's partners to ensure parties are appropriately recognised.

The Communications and Marketing Manager will be charged with assessing TRI's current communications and marketing methods and content, and with identifying innovative new ways of engaging target audiences. The role will closely support the Director of Communications and Marketing by developing, implementing and evaluating a range of communications and marketing strategies. This includes comprehensive strategies for increasing external/commercial use of TRI's facilities. It will also co-project manage a major redevelopment of TRI's website in close collaboration with TRI's Information Communications and Technology team.

This role is available either full-time, four days per week, or nine days per fortnight.

4. Key Accountabilities

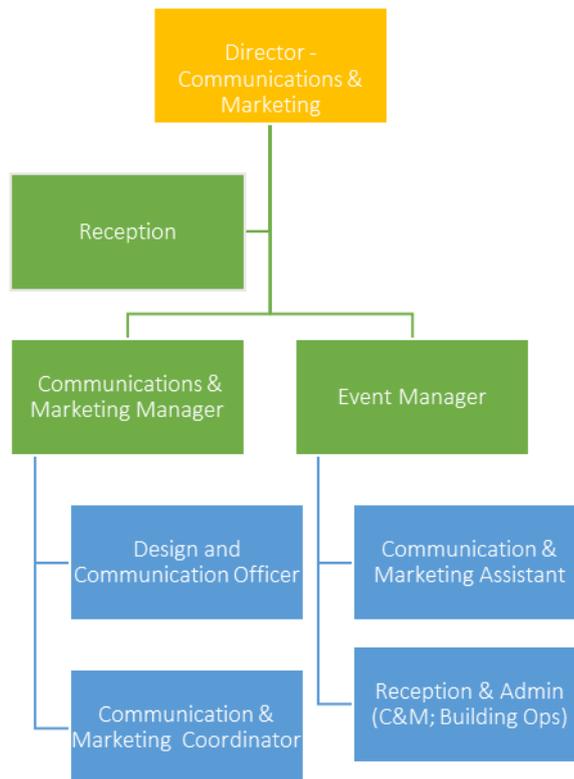
Primary accountabilities include, but are not limited to:

- Manage TRI's internal communications, including a weekly e-newsletter, digital screens, and regular all-staff emails and communiques.
- Manage the content and design of TRI's website and intranet, including updates
- In close collaboration with the Information Technology team, co-project manage a redevelopment of TRI's website and intranet. This includes co-leading a major consultation process and user testing; managing the 'look and feel' of the new sites; ensuring SEO is used to increase traffic to TRI's website; and, managing the development of new content.
- Develop comprehensive communications and marketing strategies, and implement and evaluate campaigns.
- Oversee TRI's social media channels and increase engagement by developing new social media strategies and overseeing the development of new and engaging content.
- Manage TRI's brand and corporate identity, and work closely with TRI's partner organisations to ensure appropriate branding.

- Develop and oversee all digital and physical communications and marketing collateral, including EDMs, flyers and pull-up banners.
- Oversee the development of all written and digital content, including web articles, internal communications content and videos.
- Identify new opportunities for promoting TRI to its target audiences, and implement innovative new approaches to marketing and communications.
- Provide support to the Director, Communications and Marketing by writing corporate reports, internal briefing papers, and government correspondence.
- Help to promote and support the TRI Foundation.
- Build excellent working relationships with other business units, researchers, and Communications and Marketing teams from TRI's partner organisations.
- Other duties, as requested.

5. Reporting Relationships

The position sits within the broader Communications and Marketing team and reports to the Director, Communications and Marketing. It currently manages two roles: The Communications and Marketing Coordinator, and the Digital and Design Communications Officer. The role also works closely with the Events team.



6. Selection Criteria - Experience, Knowledge, Skills, Abilities and Qualifications

Experience

- At least 10 years' experience working in communications and marketing.
- At least 3 years' experience managing a team, with a track record of building skills and engagement within teams.
- Extensive experience in developing, implementing and evaluating comprehensive marketing and communications strategies.
- Experience in managing and redeveloping websites and intranets, including SEO and overseeing website design and content.
- Experience in managing an organisation's internal communications, including planning and delivering communications and engagement campaigns.
- Experience in managing an organisation's external communications, including overseeing the development of web articles, external e-newsletters, corporate videos, etc.
- Experience in overseeing an organisation's social media channels – including Twitter, Facebook, LinkedIn, Instagram, YouTube, and Hootsuite – social media advertising, and the development of social media content.
- Experience in managing an organisation's brand and corporate identity.

Knowledge, Skills and Abilities

- The ability to critically assess TRI's communications and marketing methods and content, and look for innovative new solutions.
- Excellent writing skills, including the ability to adapt writing style to suit different channels and audiences.
- Demonstrated skills in project management, including the ability to plan, scope, and keep projects on track.
- Demonstrated skills in time management, including the ability to manage multiple projects and deadlines simultaneously.
- Excellent interpersonal skills and a demonstrated ability to work as part of a team.
- A high level of attention to detail.

Qualifications

- A degree in communications, marketing or a related area.