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| **Position Title** | Communications Officer | **Level** | A |
| **Reports to (role)** | Senior Manager, Communications |
| **Team** | Communications and Development |
| **Location** | Telethon Kids Institute, Perth Children’s Hospital, 15 Hospital Ave, Nedlands |

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| **PURPOSE OF POSITION** |
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| This is a broad and varied role which will work across all communications functions at the Telethon Kids Institute to support the communications, marketing, digital, research and strategic initiatives of Telethon Kids, to help it deliver on its strategic goals. This includes internal and external communications across a range of platforms and channels to promote the Institute, and its people, research and achievements.  |

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| **KEY RESPONSIBILITIES** |

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| **Key Responsibilities** | **Tasks required to achieve Key Responsibilities** | **Measures** |
| **External Communications**  | * Work with other members of the Communications team and researchers to create engaging content for a range of external channels and platforms.
* Assist with the production and distribution of publications including graphic design, photography, writing, liaison with external suppliers.
* Assist with media opportunities including drafting of media releases, support for media events, answering media inquiries.
* Assist with updating digital channels including website and social platforms.
* Assist with the design and delivery of events.
* Assist with the team with the implementation of communications strategies that support research teams.
 | * Feedback from staff.
* Feedback from Managers in the Communications team.
* Improved site metrics.
* Constant up-to-date content.
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| **Internal Communications**  | * Work with other members of the Communications team and researchers to create engaging content for a range of internal channels including intranet, digital screens, videos.
* Assist with the development and implementation of communication strategies that support internal teams such as People & Culture and IT.
* Responsible for the maintenance of Sharepoint intranet content and provide advice and support to teams on their content.
* Responsible for writing, editing, production and distribution of the weekly staff newsflash.
* Assist with the development and execution of internal events.
* Manage the digital screen software.
 | * Feedback from staff and students.
* Feedback from Institute Management Team and Communications managers.
* Increased participation of staff in staff events.
* Increased readership of communications.
* Increased hits on intranet.
* Intranet content is up-to-date.
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| **Stakeholder Engagement** | * Assist with the coordination and implementation of Institute tours.
* Assist with the coordination and implementation of community and stakeholder events including open days, seminars, Telethon weekend activities.
* Assist with the Discovery Centre as required.
* Assist members of Communications and Development team as required.
* Contribute to the planning and regular meetings of the Communications and Development team.
 | * Tours/events are successful.
* Feedback from staff/students/managers.
* Team KPI’s met.
* Digital is embedded into the Institute’s activities.
* Increased interest and attendance.
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| **Workplace** **Safety** | * Take reasonable care for your own safety and health and avoid harming the safety and health of others through any act or omission at work.
* Identify and assess workplace hazards and apply hazard controls.
* Report every workplace injury, illness or near miss, no matter how insignificant they seem.
* Abide by Telethon Kids Institute policies and procedures.
 | * Responsibilities are embedded in work practices.
* Hazards are effectively

managed or reported. * Accidents and incidents are reported in a timely manner.
* All applicable safety policies and procedures are sought, understood and implemented.
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| **ESSENTIAL CRITERIA** |

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| **Qualifications:**  | * Relevant tertiary qualification within Communication, public relations or marketing fields.
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| **Essential Skills, Knowledge & Experience:**  | * Experience working in a communications /public relations role.
* Excellent interpersonal, active listening, written and verbal communication skills.
* Strong and accurate attention to detail.
* Experience in graphic design and/or video production.
* Ability to coordinate a number of priorities and tight deadlines.
* Ability to exercise initiative and work both independently and as part of a team.
* Ability to develop personal and corporate relationships with internal and external stakeholders.
* Positive and professional with a customer service mentality.
* Passion for science and child health.
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| **DIRECT REPORTS** | Nil |

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| **Approved by:** | Senior Manager, Communications |  |
| **Date approved:** | 5 March 2019 |  |
| **Reviewed by P&C:** | 5 March 2019 |  |

