



POSITION DESCRIPTION

POSITION TITLE:	Senior Communications Advisor
CLASSIFICATION:	AO5
GROUP:	Corporate Affairs & Fundraising
LOCATION:	Herston

POSITION OBJECTIVES

The Senior Communications Advisor is responsible for raising awareness of the Institute and its achievements, protecting and enhancing QIMR Berghofer's reputation and promoting and aligning the corporate narrative across all channels with a focus on internal and external communications.

The aim of the position is to develop and deliver a wide range of communications content and activities working across internal and external channels, supporting the Institute's culture and stakeholder relations.

ORGANISATION CONTEXT

QIMR Berghofer Medical Research Institute is a statutory body under the *Queensland Institute of Medical Research Act (1945)*. QIMR Berghofer proudly serves the people of Queensland with better health and wellbeing through impactful medical research. Our collaborative research programs address the foremost health challenges of our time. Our research responds to health challenges arising from social and environmental factors and aims to advance Aboriginal and Torres Strait Islander health equity.

QIMR Berghofer has a vision to lead the way to significant innovation in health outcomes, nationally and globally. We are committed to supporting ground-breaking research discoveries, achieving sustainability and conducting impactful research.

The Institute focuses its research within four key Programs:

- Cancer Research
- Infection and Inflammation
- Brain and Mental Health
- Population Health

Our Professional Services are organised into departments that provide specialist support for the conduct of internationally competitive research programs and projects. These include People and Culture; Business Development; Finance and Administration; Information and Facilities;

Corporate Affairs and Fundraising; Scientific Services; Legal; Research Governance and Funding; Corporate Risk, Governance and Compliance and Strategic Planning.

QIMR Berghofer promotes a *Working Better Together* operating model, recognising that whilst the purpose of the Institute is medical research, and the contribution of researchers is key, it cannot be done without the work of our highly-skilled professional staff. It recognises that we are all here to facilitate the same purpose – *Better health and wellbeing through impactful medical research*. *Working Better Together* is underpinned by the shared understanding and application of our values:

- Excellence
- Integrity
- Respect
- Collaboration
- Accountability

The Corporate Affairs and Fundraising (CAF) Department is responsible for the Institute's media management, communications, government relations, community engagement and school education programs, fundraising and philanthropy. Within CAF, the media and communications programs are responsible for raising awareness of the Institute's achievements, protecting and enhancing its reputation with government, industry and the general public, and communicating the corporate narrative to staff and external stakeholders through a range of channels and contributing to the effort to generate revenue to support the Institute.

REPORTING STRUCTURE

Reporting to the Manager Media, Communications and Government, the Senior Communications Advisor is expected to carry out their role with a degree of autonomy as well as work collaboratively with the wider CAF team.

PRIMARY RESPONSIBILITIES

- Research, compile and produce a wide range of corporate communications materials across a variety of internal and external channels, including briefing papers, correspondence, staff updates, publications, newsletters, speeches, presentations, and other materials as required.
- Support the development and implementation of internal communications plans ensuring employees have access to timely, accurate and insightful information while driving engagement.
- Support the development of government relations materials and sector stakeholder engagement activities.
- Coordinate, write and produce documents including the Annual Report, Annual Review, and donor and fundraising reports and communications.
- Coordinate EDMs for the Institute's fundraising, marketing, communications, research and study recruitment programs.
- Proactively write, edit, and update content for QIMR Berghofer's website and Intranet.
- Supervise the production of video content.
- Monitor, and develop compelling content for QIMR Berghofer's social media channels.
- Assist in the development of media releases and coordination of QIMR Berghofer's media events, including interviews, media conferences and responses to media enquiries.

- Monitor and identify developing issues for the Institute and produce issue management communications materials when required.
 - Ensure all communication materials are accessible, engaging and up-to-date, and that they align with the Institute's narrative and brand.
 - Ensure work practices comply with the requirements of the Work Health and Safety Act, related legislative requirements and the Institute's Work Health & Safety (WH&S) policies and procedures
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KEY SELECTION CRITERIA

Essential

- Tertiary qualifications in communications, public relations, journalism, or other relevant degree
- Significant corporate, internal and/or change communications experience
- Experience producing content for digital communication channels, including social media
- Excellent written and verbal skills, including the ability to write highly engaging and clear content for different audiences
- An exceptional level of accuracy and attention to detail
- Stakeholder engagement experience including government and/or government relations
- Outstanding interpersonal skills, a collaborative mindset, strong negotiating and diplomacy skills
- Excellent time management skills and highly organised, with the ability to balance competing priorities, meet tight deadlines and stay calm under pressure

Desirable

- Experience in a medical, scientific or research organisation
- Strong news judgement, including demonstrated experience in identifying newsworthy stories
- Ability to successfully develop, implement, monitor and evaluate communications plans and strategies