



<b>POSITION TITLE:</b>	Communications Officer
<b>EMPLOYMENT:</b>	Full-time, (38 hrs/week), 12-month contract
<b>LOCATION:</b>	Melbourne, Victoria
<b>REPORTS TO:</b>	CEO

## POSITION DESCRIPTION

The Communications Officer is responsible for developing and implementing the BioMelbourne Network communications strategy and overseeing all communications activities. The role has responsibility for the execution and evaluation of the communications program, to raise the profile of BioMelbourne Network and to profile, serve, inform, connect and inspire the membership. This includes primary responsibility for coordinating communications and marketing materials that support the membership engagement and events, including the annual report. The Communications Officer will oversee the organisation's communications across a range of channels, including website and social media, to support strategic goals and increase the connectivity and information exchange with the community of members.

## KEY RESPONSIBILITY AREAS

### Key responsibilities:

- Prepare and implement communication, marketing and engagement plans to support the organisation's activities.
- Maintain, update and enhance the BioMelbourne Network website, including WordPress content management.
- Manage and create content for outgoing communications across all channels, including social media (twitter and LinkedIn), email and e-newsletter.
- Write and produce content such as newsletters, EDM's, media releases, event marketing copy, webpages, social media cards and social media posts.
- Creation of marketing materials and promotion of events, promoting event sponsors, live tweeting, collection of data and reporting on campaigns.
- Develop and manage strategic relationships with stakeholders and members to deliver communications benefits to members, stakeholders and sponsors
- Create opportunities to enhance BioMelbourne Network's profile, resonance and reach.
- Project management and production of the Annual Report and other documents, including membership, Women in Leadership Awards, event booklets and other marketing collateral.
- Undertake evaluation and reporting of communications activities to ensure objectives are being met. Includes preparation of bi-monthly reports to the Board
- Advise and assist in strategic planning with regard to marketing and communications.

## GENERAL RESPONSIBILITIES

- Attend and assist with organisation and communication around events, including Premier Events, as required.
- Focus on quality service provision and responsiveness to members and sponsors as a priority.
- Building relationships with peers in member, partner and stakeholder organisations.
- Attendance and active participation in company meetings and events as required.
- Demonstrate professional behaviour and a strong work ethic.
- Promote teamwork, integrity, honesty, initiative and loyalty.
- Maintenance of the CRM database as relates to the role, ensuring all relevant information is current and correct.
- Contribute to a positive, supportive and learning workplace culture.

## KEY SELECTION CRITERIA

### QUALIFICATIONS AND BACKGROUND

#### **Qualifications and/or demonstrated experience in social media, writing, communications and marketing.**

- A background in biotechnology, medical technology, pharmaceuticals or health innovation would be advantageous;

### SPECIALIST SKILLS AND KNOWLEDGE

#### **Demonstrated previous experience in preparing and delivering communication campaigns to create awareness, engagement and attendance.**

- Understanding of the audience to build effective communications with audiences, stakeholders and organisations;

#### **Digital and online knowledge and skills including, e-communications, social media, website and other digital platforms.**

- Demonstrated ability to build and engage with online communities
- Demonstrated ability to use social media and digital platforms for marketing
- Creating marketing campaigns with social media, website and EDMs

#### **Ability to build and maintain relationships:**

- Experience in managing external suppliers such as designers, printers and photographers;
- Experience in developing and maintaining media and external contacts;

**Exceptional verbal and written communications skills. An ability to prepare and proof content accurately and with an eye for detail.**

- Experience in writing, proofreading, copy editing and creating diverse and appealing content would be advantageous;
- The ability to research, write, edit and prepare materials for publication. Present scientific content in appropriate terms would be advantageous;
- The ability to represent BioMelbourne Network to a range of audiences, including members, external organisations, sponsors, government and other stakeholder groups;
- preparing content for online channels including website and social media, to include analysis and reporting of these activities.

**Well-developed organisational skills, including:**

- The ability to manage multiple projects and meet tight deadlines to standard;
- Demonstrated ability to work with limited supervision and as part of a team in busy environment.

**GENERAL SKILLS**

- Ability to work autonomously as well as within a collaborative team;
- Organisational skills, project management and ability to meet deadlines;
- Knowledge of the biotechnology, medical technology, pharmaceuticals and health innovation sector