

JOB DESCRIPTION

TELETHON KIDS INSTITUTE



Why is this Job Description being written?		New Position <input checked="" type="checkbox"/> Replacement Position <input type="checkbox"/> Position re-designed <input type="checkbox"/> Position not previously described <input type="checkbox"/>		
POSITION DETAILS:	Position Title:	COMMUNICATIONS SPECIALIST – COLAB		
Division:	Professional Services	Department:	Communications and Development	
Position reports to: (role)	Director, Communications and Development			
Location: <i>include all possible locations</i>	PCH, QE11 Campus			
POSITION PURPOSE: In one or two sentences briefly summarise the overall purpose of this role, i.e. broadly, what this role does and why				
<p>This senior role will drive the communications, engagement and advocacy activities for CoLab – Collaborate for Kids. CoLab is a partnership between Telethon Kids Institute and the Minderoo Foundation which unites the expertise of families, policymakers, clinicians, educators, practitioners and researchers, to work together to improve the learning and development of children and reduce inequality. This role will work closely with the CoLab leadership, partnership and team to develop and execute strategies to ensure successful communication and profile-raising of the partnership both internally and externally, drive effective stakeholder engagement including with government and manage relevant communications and marketing activities for its initiatives. A crucial part of the Communications Specialist’s role will be translating CoLab’s research-driven products into creative and engaging plain language materials. Converting research into policy and practice and increasing engagement with evidence is core to CoLab’s mission and this role is integral to that. The role will be supported by colleagues within the Telethon Kids and Minderoo Communications team to deliver outcomes for CoLab. The successful candidate will be responsible for ensuring consistency between all CoLab activities from a communication and translation perspective.</p>				
KEY RESPONSIBILITY AREAS <i>(Please list in order of importance)</i>				
Key Position Accountabilities What are the main areas for which the position is accountable	% of Total Role	Inputs: What are the key activities or tasks to be carried out?	Outputs: What are the expected end results?	Measures: How it is measured

<p>Communication activities</p>	<p>50</p>	<ul style="list-style-type: none"> • Manage the delivery of professional and effective communication products across a broad range of media including website, newsletters, professional evidence briefs, government briefing notes, traditional and social media • Curate, populate and manage the CoLab website and social media channels, including the development of multimedia materials such as video and infographics with support from relevant specialists within the Institute’s Communication’s team • Write and edit plain language versions of research activities for various communications products appropriate for a range of stakeholders • Creating corporate documents for CoLab to assist with governance and stakeholder communication, including advocacy to influence policy and practice and to promote the interests of the early childhood and learning sector. • Prepare speeches, media releases and talking points for high level meetings for the CoLab Leadership and CoLab Partnership representatives (Jonathan Carapetis and Nicola Forrest) • Provide strategic oversight and input into key related initiatives such as the Core Story and Parent App. • Oversee CoLab events and related functions 	<ul style="list-style-type: none"> • Well written communications • Ability to interpret and synthesise complex information in a timely and accurate fashion • Engaging and contemporary website, publications, videos and other key communications • Communications that are consistent with both the CoLab and the Institute’s brand and desired culture 	<ul style="list-style-type: none"> • Average number of web page views per month • Average bounce rate per month • Number of CoLab downloads per month • Twitter reach and engagement rate • Media hits • CoLab events and participant feedback • % of targeted practitioners reached by CoLab • Deliverables related to CoLab’s flagship initiatives including the Core Story, Parent App deliverables and Early Years Initiative.
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Strategy	20	<ul style="list-style-type: none"> • Refine and implement the corporate communications strategy to support CoLab’s strategic plan and promote CoLab as an entity • Proactively Identify and action critical activities, processes and timelines for successful communications, engagement, advocacy and marketing • Develop and implement communications strategies for CoLab programs of work such as the Core Story, Parent App and CoLab’s role in the Early Years Initiative • Work with the Minderoo Communications Team to identify opportunities to use Minderoo’s advocacy voice where more appropriate 	<ul style="list-style-type: none"> • A well developed and clear strategy • Implementation in line with critical timelines 	<ul style="list-style-type: none"> • Feedback from key stakeholders • Quality of delivery • Timeliness of delivery
Stakeholder engagement	20	<ul style="list-style-type: none"> • Advise and oversee effective events to build stakeholder engagement and consultation and the translation of research activities. • Work collaboratively with external groups in the early childhood sector and build and maintain strong working relationships with them • Maintain up-to-date distribution lists of key stakeholders 	<ul style="list-style-type: none"> • Activities are communicated in a timely manner • Events are well planned and executed • Understanding of the wider sector is deep and thoughtful. 	<ul style="list-style-type: none"> • Feedback from internal stakeholders • Feedback from external stakeholders • Quality of delivery • Timeliness of delivery
Marketing and branding	10	<ul style="list-style-type: none"> • Ensuring consistent use of CoLab branding across all activities, and alignment with Institute and funder expectations 	<ul style="list-style-type: none"> • Consistent branding that meets guidelines 	<ul style="list-style-type: none"> • Increased recognition of CoLab and its associated activities
ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE:				
Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role		<ul style="list-style-type: none"> • Degree in Communications, Public Relations, Journalism or related discipline 		

<p>Skills, Knowledge & Experience:</p>	<ul style="list-style-type: none"> • Demonstrated previous experience in developing communications strategies and leading communications programs • Outstanding written communication skills with strong attention to detail and ability to translate technical concepts or research findings into appropriate language • Highly developed interpersonal communication skills, including demonstrated ability to network, negotiate and work collaboratively with key internal and external stakeholders • Digital experience across websites and electronic newsletters and proven expertise in managing social media platforms • Strong editing and publication experience • Experience coordinating and managing events 		
<p>DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE:</p>			
<p>Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role</p>	<p>Experience working in an education, health or early childhood environment Experience in advocacy and government relations Experience in creating video and/or other multimedia elements</p>		
<p>Skills, Knowledge & Experience:</p>			
<p>SCOPE:</p>			
<p>Financial accountability: Does this role have accountability for a budget?</p>			
<ul style="list-style-type: none"> • Yes 			
<p>People responsibility: Does this role have any direct reports or indirect reports (through direct reports)?</p>			
<p>No. of direct reports</p>	<p>0</p>	<p>No. of indirect reports</p>	<p>0</p>

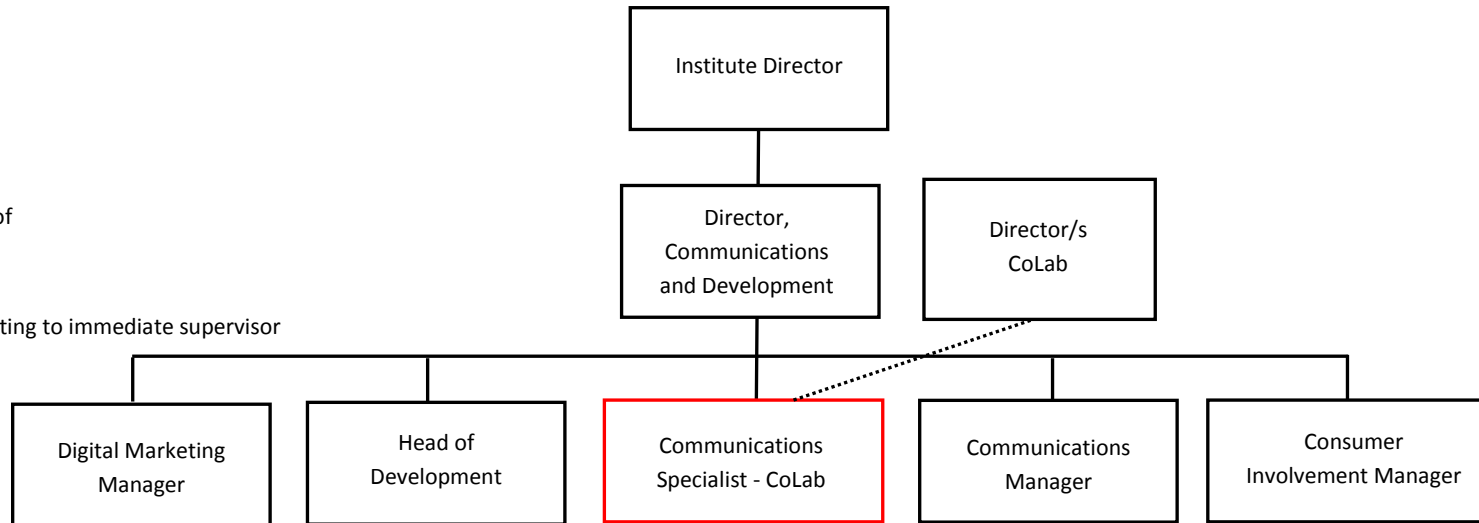
ORGANISATIONAL CHART: (please complete using position titles or insert diagram below)

Next level of

supervision

Immediate level of
supervision

Other roles reporting to immediate supervisor



Direct reports
(role x no.)

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ADDITIONAL INFORMATION: is there any additional information that needs to be understood to explain this role?

- 2 year contract with the chance of extension.
- Role 0.6FTE to Full time (negotiable). Work days to be negotiated with the successful candidate