

Position description

Position title:	Media, Marketing and Communications Manager
Employer:	Baker Heart and Diabetes Institute
Team:	Public Affairs
Supervisor/Manager:	Executive General Manager, Public Affairs
Date:	January 2025

Who we are

The Baker Heart and Diabetes Institute has been at the centre of some of the world's greatest scientific discoveries since it was established in Melbourne in 1926.

Despite improvements in life expectancy, heart disease is still a leading killer of Australians, and diabetes is the fastest-growing chronic condition in the country.

We believe everyone should have access to the best preventive, diagnostic and treatment options for heart disease, diabetes, and their complications.

Our vision is to help people to live healthier for longer, and to stop heart disease and diabetes in its tracks. This is what drives our scientists, clinicians, public health experts, diabetes educators, and dietitians every day.

If you want to help us pursue this vision and play a key role in some big plans to mark our centenary in 2026, then this job is for you.

Our team

Our Public Affairs team consists of the Executive General Manager; the Media, Marketing and Communications Manager; and the Digital Strategy Manager.

We're responsible for media relations and internal communications through to issues management, marketing and government relations. We also manage the Institute's website, Intranet and social media platforms (Facebook, X, LinkedIn and YouTube).

Our environment

You will be working in a project-oriented environment where you will be liaising with scientists, clinicians, nurses, dietitians, diabetes educators, physical activity experts and professional support specialists who work across IT, HR, fundraising, facilities, finance, commercialisation and more. As we're an evidence-based organisation, there is a strong focus on accuracy and detail. We're a friendly bunch, usually relaxed though busy with frequent deadlines. Teamwork is essential but there's also the opportunity to work independently, to show initiative and to develop your own ideas.

Travel requirements

Interstate and local travel as required, although this is infrequent.

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Requirements and responsibilities

- Develop and implement communication strategies for internal and external stakeholders, reflecting our research pillars, vision, values and strategic direction.
- Develop engaging, accessible, evidence-based publications including impact reports.
- Promote our science and evidence-based health and lifestyle information to increase community engagement, awareness and advocacy of our brand.
- Identify ways to leverage earned and owned media, and unique opportunities and partnerships to build our brand.
- Maximise opportunities to position the Institute as a global leader in cardiovascular disease and diabetes research.
- Help ensure our staff are equipped to effectively deal with the media and implement training opportunities for our people to grow their personal brand.
- Provide support for our government relations agenda by writing briefs, organising visits and identifying proactive opportunities to foster relationships.
- Help manage issues to protect the reputation of the Institute and our stakeholders, including our staff, patients, donors and clinical trial participants.
- Develop evidence-based, engaging content and leverage this across digital channels.
- Play a support role in updating content for the website and Intranet, and manage some of the social media platforms.

This role may be directed to perform other duties as directed by the manager and it is a condition of employment that this role complies with any such reasonable requirement.

Meet statutory requirements

Maintain up-to-date and accurate knowledge in:

- OHS legislation.
- EEO legislation.
- Privacy legislation.
- Confidential Information Policy.
- Baker Heart and Diabetes Institute Code of Conduct.
- Australian Code for the Responsible Conduct of Research.
- Baker Heart and Diabetes Institute Intellectual Property Agreement.

Requirements of position holder

Education level and experience

- A demonstrated track record in securing proactive media and experiences in issues management.
- A demonstrated track record in the creation and implementation of innovative communication strategies and campaigns.

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- Demonstrated experience in writing tailored and engaging material for various audiences.
- A sound understanding of public relations and media principles and significant experience (10 years +) in communications, marketing, journalism, or similar roles.
- Graduate qualifications in communication, marketing, journalism, PR or related fields.

Communication/interpersonal skills

- You have highly developed interpersonal skills to liaise effectively with our stakeholders.
- You have excellent oral and written communication skills.

Abilities

- You ensure a strong stakeholder focus in everything you do.
- You can engage and inspire with your storytelling.
- You can meet deadlines without compromising detail and accuracy.
- You are adept at managing multiple projects.
- You bring initiative to improve our systems and processes.

Summary of position

You have a passion for storytelling and want to help us share the incredible work of the Baker Institute. That's why the Media, Marketing and Communications Manager is a critical part of our small but dynamic team. It goes without saying, you will have outstanding writing, communication and interpersonal skills and you want to work with us because you feel inspired by our work and our vision.

As we evolve to meet our changing strategic and operational needs and objectives, so will the roles required of our staff. As such, you should be aware that this document is not intended to represent the position in perpetuity.

This PD is intended to provide an overview of the role at the date of this statement. In addition to this document, the specifics of this role will be described in Key Performance Indicators (KPIs) developed by the successful applicant and Executive GM of Public Affairs as part of our performance appraisal and development process.

The Baker Institute is an Equal Opportunity Employer and we encourage interest from Aboriginal and Torres Strait Islanders and members of the LGBTIQ+ community for roles within the Institute. We value diversity, inclusivity, gender equity and we promote family-friendly practices. We are a proud recipient of an inaugural Athena SWAN Bronze Award from Science in Australia Gender Equity (SAGE).