



Australian  
Academy of Health and  
Medical Sciences

## POSITION DESCRIPTION

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Job title	Communications and Media Manager (maternity cover)
Job type	0.8-1.0 FTE (negotiable with the successful candidate based on their skills, experience and preferences); 12 month contract
Location	Sydney or Brisbane (we have offices in both locations)
Reports to	Chief Executive Officer

### Primary function

The Communications and Media Manager (maternity cover) will play a key role in delivering high quality communications and media engagement activities that enable the Academy to fulfil its purpose to promote health and medical research and its translation into benefits for society.

### About AAHMS

The Australian Academy of Health and Medical Sciences is the impartial, authoritative, cross-sector voice of health and medical science in Australia.

At the heart of our work are our Fellows – an independent, interdisciplinary body of Australia’s leading researchers, elected by their peers for outstanding achievements and exceptional contributions to health and medical science in Australia. Drawn from universities, medical research institutes, health services, industry, charities and the public service, AAHMS now has 453 Fellows located in all of Australia’s States and Territories.

The diversity of talent and expertise among these Fellows generates a representative and authoritative voice that spans the breadth of translational biomedical and clinical research in Australia – through which we engage with the community, industry and governments. The Academy is therefore uniquely positioned to convene cross-sector stakeholders from across Australia to address the most pressing health challenges facing society. The Academy is a registered charity.

Our purpose is to advance health and medical research in Australia and its translation into benefits for all, by fostering leadership within our sector, providing expert advice to decision makers, and engaging patients and the public. To deliver on this purpose, we have four strategic objectives:

- Influence policy.
- Nurture talented research leaders.
- Celebrate excellence.
- Support Indigenous health and wellbeing.

As Australia’s newest learned Academy, AAHMS has grown in influence over the past few years.

**This role may suit an individual seeking a secondment opportunity to build their experience.**

**This is an exciting time to join the Academy, with several projects coming to fruition in 2022. The Communications and Media Manager was a new role created in 2021, meaning that the successful candidate will have the opportunity to help shape this important strategic area, working with Australia's brightest minds in health and medical science. They will bring the skills and experience to drive forward an ambitious communications plan, working closely with the CEO, staff and Fellows. They will join a small, dynamic team based across Sydney and Brisbane.**

## **About the role**

Reporting directly to the CEO, the Communications and Media Manager (maternity cover) will deliver a communication plan that:

- Promotes the role of health and medical science and the Academy's Fellows in helping governments, industry and the wider community make informed decisions about health, medical science and health policy.
- Celebrates excellence in the health and medical sciences.
- Promotes the Academy's programs, activities and outputs to relevant audiences.
- Builds the profile of the Academy and our Fellows.

The Communications and Media Manager (maternity cover) will have a good knowledge of the Australian health, research and innovation landscape and will bring experience from a similar role. The successful candidate must be comfortable working closely with senior academics and health professionals, managing professional relationships with external stakeholders, and collaborating with colleagues from different operational areas to help them maximise the value and impact of their work. We anticipate that this role may require some domestic travel (depending on how the pandemic progresses) and flexible working hours, for which advance notice will be provided.

This is a maternity cover position and we are ideally seeking someone to start in late February/early March 2022 – if you would like to discuss timing, please get in touch (contact details below).

## **Main duties/responsibilities**

The Communications and Media Manager (maternity cover) will implement the Academy's communication plan in collaboration with the CEO and other staff, including:

- Managing the Academy's presence on social media.
- Preparing and coordinating media campaigns, including project and report launches.
- Acting as the first point of contact for media.
- Building a relationship with key reporters, social media influencers and the communication teams of our partners and stakeholders; and supporting Academy stakeholder engagement.
- Supporting the work of the Programs and Events Manager.
- Supporting the work of the CEO, Policy Manager and Policy Officer in engaging with government and health leaders, including patient and public involvement.
- Managing the AAHMS website and other digital outputs, and liaising with the web developer – including assisting with management of our re-launched website (anticipated in February 2022), with support from our website provider.
- Editorial oversight of all Academy outputs to ensure consistent, high quality text.
- Oversight of the Academy's brand including design and production of all Academy publications.
- Writing or commissioning outputs such as media releases, speeches, web content, newsletters and other products.

The Academy currently uses applications including Office 365, Wordpress, Adobe InDesign, Tweetdeck, Mailchimp and Salesforce.

### **2022 anticipated activities**

The Communications and Media Manager (maternity cover) will be involved across many aspects of the Academy's work. Over the next 12 months, this may include (but is not limited to):

- Launching our policy reports, [Harnessing research for better health](#) and the [health impacts of climate change](#).
- Supporting our [ongoing work to support the pandemic response](#).
- Supporting promotion of our programs and events, including our Life as a Clinician Scientist events series, annual meeting, mentorship program and honorific awards.
- Promoting our Fellows, including the election of the 2022 Fellows, which will be announced in October.
- Developing our digital materials, including our video library, and our social media presence.
- Rolling out our newly designed website.
- Providing input and supporting the launch of our 2023-2025 organisational strategy.

### **Key Eligibility Criteria**

**The Academy has a small team but has a very broad range of communication outputs. We recognise that no one person will have all the skills we require.** We anticipate that you will deliver the work program using:

- Your own skills and experience.
- The skills across the team.
- Trusted external suppliers in areas potentially including design, web development, video production and media campaigns.

We anticipate that you will have experience of at least two of the desirable skills listed.

<b>Qualifications and experience</b>	<b>Essential</b>	<b>Desirable</b>
A proven track record in communication management and implementation, ideally in a science, research or higher education environment	X	
Strong interpersonal and communication skills (both oral and written), including the ability to liaise with senior scientists, academics and/or health professionals, external stakeholders, and general and specialist reporters	X	
Demonstrated knowledge and understanding of the health and medical research landscape in Australia	X	
Demonstrated knowledge and understanding of the principles and ethics of good health/science communication.	X	
Demonstrated administrative, organisational and IT skills, including the ability to work independently and to manage multiple priorities to meet short- and long term deadlines	X	
Self-motivated, a flexible attitude and a proven ability to contribute positively to the work of a small team	X	

Able to be flexible about working hours and travel within Australia from time to time	X	
Relevant tertiary qualification (or equivalent experience)	X	
Demonstrated ability to create and implement media and/or social media campaigns that reach their target audiences		X
Demonstrated ability to write and edit engaging and clean copy that is fit for purpose		X
Demonstrated ability to build trusted relationships with reporters and with stakeholders		X
Demonstrated ability to manage publication production and distribution including newsletters, websites and/or reports.		X
Strong editing skills		X
Basic skills in web development, design and/or video production		X

## How to apply

Applicants should provide the following:

- **Up to date CV with contact details of at least two referees.**
- **A cover letter of not more than three pages including a statement to explain how the candidate meets the key eligibility criteria.**

In your application, please include links to campaigns, publications, videos which illustrate your experience. Please clearly describe your specific contribution to the activity.

Applications should be sent via email to [recruitment@ahms.org](mailto:recruitment@ahms.org) and **must be received by 23.59 AEDT on Sunday 30 January 2022.**

For further information on this role or to arrange an informal conversation, please contact Catherine Luckin, CEO, Australian Academy of Health and Medical Sciences: [ceo@ahms.org](mailto:ceo@ahms.org).

[www.ahms.org](http://www.ahms.org)

*The Australian Academy of Health and Medical Sciences values social and cultural diversity and is committed to the principles of equal employment opportunity.*