

POSITION DESCRIPTION



Marketing and Communications Officer

POSITION DETAILS

Position Title	Marketing and Communications Officer
Classification	HEW Level 7
Position Number	NEW
School/Office	NICM Health Research Institute
Division	Provost

POSITION PURPOSE

Coordinate and implement marketing and communications initiatives that enhance the profile, reputation and impact of NICM Health Research Institute. The role develops and delivers high-quality media, digital and stakeholder communications, promotes research outcomes nationally and internationally, and supports engagement activities that strengthen industry partnerships, community awareness, commercial opportunities and future research funding. The position works closely with researchers, stakeholders and the University's central Marketing and Media & PR teams to ensure communications activities, media engagement and promotional campaigns align with University priorities, governance requirements and brand standards.

KEY ACCOUNTABILITIES

1. Coordinate and implement integrated marketing and communications strategies that increase awareness of NICM's research, commercial activities and strategic priorities, supporting the Institute's reputation, impact and future growth.
2. Develop and deliver high-quality content across media, digital, social media, website, newsletter and promotional channels, in consultation with and, where required, approved by the University's central Marketing and Media & PR teams, ensuring accurate communication of complex research outcomes to diverse audiences.
3. Cultivate and maintain productive relationships with researchers, industry partners, donors, students and other stakeholders to strengthen engagement, collaboration and knowledge sharing.
4. Coordinate media and public relations activities in partnership with the University's central Marketing and Media & PR teams, including the preparation of media materials, promotion of research achievements, management of publicity opportunities and coordination of responses to media enquiries and coverage.

5. Establish and maintain stakeholder databases, communication networks and promotional resources that support effective outreach, reporting and engagement activities across national and international audiences.
6. Prepare and analyse reports on communications performance, research outputs, stakeholder engagement and research impact, providing insights and recommendations that inform future communication and marketing initiatives.
7. Manage communications associated with sensitive, controversial or high-profile issues by briefing NICM leadership, researchers, spokespeople and the University's central Marketing and Media & PR teams, ensuring compliance with University communication protocols and protection of institutional reputation.
8. Coordinate and deliver internal and external events, promotional activities and stakeholder engagement opportunities that enhance the visibility, reputation and impact of NICM's research, commercial testing and manufacturing activities.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. Postgraduate qualification in communications, marketing, science, health, or a related field (or equivalent experience), with demonstrated success in communications, marketing, media relations, public affairs, or brand management within complex organisations, preferably in research, healthcare, science, or higher education sectors.
2. Proven experience managing media, public relations, branding, social media, and communication strategies, delivering measurable engagement outcomes while operating within budgets and organisational frameworks.
3. Highly developed written communication skills, including preparing reports, media releases, digital content, and stakeholder communications, with the ability to critically evaluate scientific literature and translate complex research into accurate, engaging content for both specialist and non-specialist audiences.
4. Strong stakeholder engagement, research, negotiation, and collaboration skills, with the ability to contribute to decision-making, exercise sound judgement, manage confidential information, and respond effectively to emerging opportunities and challenges.
5. Demonstrated ability to manage multiple projects, competing priorities, public-facing events, promotional activities, and stakeholder engagement initiatives, while effectively managing reputational risk and communications relating to sensitive or controversial issues.
6. Proficiency in Microsoft 365 applications and contemporary digital communication platforms, supported by strong organisational, project management, and time management capabilities.

KEY RELATIONSHIPS

- **This position reports to:** Institute Manager
- **This position supervises:** Casual Marketing and Communications Staff
- **Key internal relationships:**
 - Institute Director
 - Institute Executive
 - Researchers, Honorary and visiting scholars, staff and students
 - WSU Marketing and Communications, and Events teams
- **Key external relationships:**
 - Media Organisations and Journalists
 - Industry and Commercial Partners
 - Government and policy stakeholders
 - Donors and philanthropic organisations
 - Professional associations and community organisations

CHALLENGES

- Translating complex scientific and health research into accurate, engaging and accessible communications for diverse audiences.
- Balancing competing priorities while responding quickly to emerging media opportunities, stakeholder requests and organisational requirements.
- Managing sensitive, controversial or high-profile communications issues that may present reputational, regulatory or stakeholder risks.
- Maintaining effective engagement across a broad network of researchers, industry partners, media representatives and community stakeholders with differing priorities and expectations.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: People and Culture Partner (NICM)

Date: 6 July 2026