



Role Description:

Communications & Advocacy Officer Randwick Health & Innovation Precinct

- Opportunity for a well-rounded communications and PR specialist to roll-out the strategic plan for the Randwick Health & Innovation Precinct
- Located at Randwick with the option to work flexibly
- Fixed Term contract, until 30 June 2022 offering a total salary of \$75Kpa including superannuation (24 hrs per week or 3 days a week)

Overview

Randwick Health & Innovation Precinct (RHIP) is set to become the most comprehensive and largest co-located health precinct in Australia. The Precinct brings together government, the University of New South Wales, Health Infrastructure, four hospitals and associated health services (Prince of Wales Hospital, Sydney Children's Hospital, Royal Hospital for Women, Prince of Wales Private Hospital), preclinical facilities and nine institutes spanning neuroscience, mental health, cancer, biomedical sciences, robotics, and next generation technologies, which put it at the forefront of medical innovation in Australia.

The Precinct will establish the spaces, infrastructure and systems to enhance and facilitate our collective abilities to be effective and efficient in this endeavour, by seamlessly leveraging the combined capabilities of our partners, collaborators, industry and the diverse world-class capabilities of existing infrastructure within the Precinct.

Position Summary

The Communications and Advocacy Officer supports the Precinct's ambition in creating, sustaining, and leading collaborative efforts to ensure the Precinct is known as a global benchmark in health and education precincts. The Precinct is a genuine partnership with a strong mission to harness our collective strengths in health, education, and translational research, ensuring the future of lifelong health.

This role will support and implement the RHIP Communications and Advocacy strategic operational plan to increase profile and brand awareness of the precinct and the activities undertaken here. A key part of the role is also to develop relationships and leverage Precinct partnerships and the associated external relationship/communications teams and resources.

The Communications and Advocacy role is one of several Precinct level co-funded resources by South East Sydney Local District, UNSW Sydney and Sydney Children's Hospital Network.

The role will report to the Executive Director, RHIP with functional reporting lines to the Communications & Advocacy Working Group (CAWG) Lead/s with no direct reports. The role works in close partnership with its aligned Working Group members and all other RHIP working groups where relevant. In addition, university partners, industry associations, local, state, and federal government agencies to foster the RHIP brand and profile.



Accountabilities

- Participate fully within the RHIP team and act as a Subject Matter Expert, working closely with the CAWG members.
- Accurately and succinctly integrate information from various sources and develop communications collateral (in consultation with the Executive Director and CAWG Lead/s where appropriate) such as reports, briefing papers, strategy documents, web content and presentations to support the needs of various Precinct stakeholders. Content covers a range of formats including the website, social channels and is targeted at various audiences to achieve specific goals.
- Contribute to the visual content production/editing process when necessary, including organising photo/video shoots, and executing the shoot using low-fi technology (e.g., DSLR or mobile phone).
- Proactively analyse, review, and communicate relevant Precinct milestones and ensure they are incorporated into practice.
- Monitor and report on content metrics to make improvements and ensure content is being fully utilised.
- Build, develop and maintain effective working relationships with internal and external stakeholders and provide an effective link for the RHIP partners and collaborators. Act as a key representative of RHIP for internal/external meetings and functions.
- Participate fully within the RHIP team, contributing to creating a respected and valued resource. Deliver a highly customer-focused service and demonstrate commitment to excellence and continuous improvement.
- Align with and actively demonstrate the Precinct Partnership Principles.
- Cooperate with all health and safety policies and procedures and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.

Skills and Experience

- A relevant tertiary qualification and experience or an equivalent level of knowledge gained through any combination of education, training, and experience.
- Proven expertise in content production and curation across most digital mediums including video and social media
- Knowledge of best practice digital content including analytics and SEO
- Experience pitching and placing stories in mainstream and specialist media
- Excellent written and verbal communication skills
- The ability to manage stakeholder expectations to achieve successful outcomes.
- Impeccable attention to detail to ensure accuracy, consistency, and the ability to enhance and bring content to life.
- Understanding of target audiences, with an effective writing style and ability to deliver high-impact messaging to key audiences.
- Proven success using initiative to develop, drive and share content ideas.
- Advanced level of computer literacy with excellent skills in Microsoft Office applications.
- An understanding of and commitment to the RHIP aims, objectives, and values in action.



Key Issues and Challenges

- Strengthening and focusing Precinct participation by partners and collaborators, establishing a brand, and playing an essential role in the creation of new linkages.
- Ensuring continued alignment and strong partnerships amongst Precinct partners.
- Advocating for the greater benefit of the Precinct when there is likely to be a partner compromise that will impact on all.
- Apply diplomacy, confidentiality, and astute judgement in evaluating and imparting advice.
- Balancing a range of competing and conflicting priorities and working in a complex environment.
- Ensuring genuine engagement with local communities, consumers, and government.