**POSITION DESCRIPTION**

**Position Title:** Digital Communications Manager  
**Employer:** Baker IDI Heart and Diabetes Institute  
**Department:** Public Affairs  
**Division:** Community and Corporate Relations  
**Supervisor/Manager:** Head, Public Affairs  
**Date:** March 2015

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**BACKGROUND:**
Baker IDI Heart and Diabetes Institute is an independent, internationally renowned medical research facility focused on cardiovascular disease (including stroke and hypertension), diabetes and their complications, such as kidney disease. We have a long and distinguished history, spanning more than 88 years and our research agenda spans birth to end-of-life health (including maternal health, indigenous and gestational health, subclinical organ damage, heart failure and terminal disease).

Headquartered in Melbourne, with research teams based in Alice Springs, Adelaide and Sydney, we are a key player in research, translation, education, advocacy and health promotion with a staff of more than 650 (including students, honorary staff and visiting academics). Our senior staff represent us on a broad range of government advisory boards, from health and well-being to science and innovation and we collaborate with many leading international research groups as we are committed to a range of international projects that aim to assist vulnerable communities around the world.

Funded through a diverse range of sources including competitive grants, Federal and State Governments, service and clinical income and philanthropic support, we also have commercial subsidiaries that include the early phase trials facility, Nucleus Network.

**DEPARTMENT:**

The Institute’s Public Affairs team consists of the Head, Communications and Public Affairs (1 FTE) and the Manager, Marketing and Communications (0.8 FTE). The team’s responsibilities span the full gamut of communications and marketing, from media relations and internal communications through to issues management, marketing and government relations.

Expansion of the role of social media as a communication platform and the need for greater website support has given rise to the need for a Digital Platform Manager to help co-ordinate and manage day to day activity in this space. At present, the unit maintains active accounts across Twitter, Facebook, YouTube and LinkedIn. Twitter is the most widely used platform, requiring daily updating.

The team is also responsible for maintenance of the organisation’s website, ensuring that content is accurate, up to date and engaging.

The Digital Communications Manager will report to the head, Public Affairs and provide digital platform management support across the Corporate and Community Relations teams (including fundraising and business development), and by extension, the Institute.

**NATURE OF ENVIRONMENT:**
Highly responsive to internal and external stakeholders. Deadline driven; tight schedules.

**SUPERVISORY RESPONSIBILITIES:**
- No direct reports

**TRAVEL REQUIREMENTS:**
None required.
KEY JOB REQUIREMENTS, RESPONSIBILITIES & DUTIES:

The Digital Communications Manager’s responsibilities will include (but not be limited to):

• Oversee the build of a new website, working closely with suppliers and internal stakeholders to deliver an effective, technically robust, value-for-money solution
• Development and implementation of a coherent social media strategy
• Co-ordination of an editorial calendar for digital communications in consultation with internal stakeholders including, Fundraising, the Media team and Business Development
• Creating and editing video content, producing regular video packages of a high quality using relevant software packages. Knowledge of Adobe Premiere Pro CS6 is desirable but not critical
• Ability to identify potential issues early and apply good judgement around risks associated with postings – some ability to triage difficult online conversations
• Write engaging, high quality content (website articles, tweets, replies to conversations)
• Website management; ensure content is regularly updated, current and accurate and that the platform is maximised to benefit the organisation’s reputation
• Intranet management (as above)
• Undertake SEO/Google ad words/ General online ad placement to boost brand and presence online
• Measure and evaluate impact of digital presence and advise on how to grow the Institute’s influence via social media
• Extensive experience with current content management systems
• Provide advice on social media advertising
• Supplier management eg. Liaison with webhosting, domain name and other suppliers to ensure service level agreements are observed and maximise the benefit of spend
• Co-ordination of roster for out-of-hours monitoring of social media (or recommend alternative)
• Knowledge of SharePoint would be useful but not critical
• Provide a highly responsive, value adding service to internal customers

MEET STATUTORY REQUIREMENTS OF THE COMPANY:

Maintain up to date and accurate knowledge in:

• OH&S legislation
• EEO Legislation
• Privacy Legislation
• Confidential Information Policy
• Baker IDI Research Conduct Policies
• Baker IDI Intellectual Property Agreement

PROBLEM SOLVING COMPLEXITY:

• Responsible for digital communications program development and implementation
• Provide strategic support and advice to Institute requiring integration of a range of policies and external requirements
• Ability to achieve objectives operating within complex organisation structures
• Ability to apply critical thinking to tasks; demonstrate analysis of issues, applicable options and best course of action on balance
REQUIREMENTS OF POSITION HOLDER

EDUCATION LEVEL:
• A degree in Communications or Journalism
• Additional qualifications in social media strategy and/or relevant experience

EXPERIENCE:
Relevant experience in a communications or journalism role with significant responsibility for monitoring and managing social media and driving digital strategy.

Experience working in a complex issues environment with multiple stakeholders. The candidate will have an acute sense of judgement in relation to reputation management and a sound understanding of crisis and issues management. Ideally, they will have some experience dealing with online issues. Technical expertise will be considered favourably, but priority will be given to candidates who can demonstrate issues and crisis management.

Experience writing for online mediums, including twitter and the web is essential.

ORGANISATIONAL KNOWLEDGE:
• The employee would be expected to make policy recommendations to others and to implement programs involving major change that may impact on other areas of the Institute’s operations.

COMMUNICATION/INTERPERSONAL SKILLS:
• A high level of interpersonal skills, which enable the appointee to liaise effectively with a wide range of people at a variety of levels internal and external to Baker IDI.
• Excellent oral and written communication skills, including demonstrated ability to write accurate and engaging content for a variety of audiences
• Demonstrated ability to participate positively in a team.
• Ability to skilfully negotiate outcomes and manage stakeholder expectations against agreed program priorities
• Committed to ongoing professional learning and willing to up skill and share information with colleagues

KNOWLEDGE:
• Excellent planning and organisational skills, including the ability to manage a range of tasks with conflicting priorities.

ABILITIES:
• Demonstrated ability to meet deadlines without compromising close attention to detail and accuracy.
• Proven ability to work as a member of a team as well as autonomously without close supervision.
• Demonstrated ability and willingness to take initiative and to improve and enhance existing systems and procedures (quality assurance).
• Demonstrated ability to communicate complex issues in an accessible and engaging way
• Demonstrated ability to maintain confidentiality and comply with privacy requirements.
• Owing to the nature of social media, this role may require the Digital Platform Manager to work outside standard hours from time to time, however flexible working is offered and out of hours work can be offset by changes to standard working hours.
SUMMARY OF POSITION:

This is a newly created role designed to expand the Institute’s online presence, and by extension, grow Baker IDI’s profile and reputation in the public domain. The candidate will be responsible for day to day management of the website, Twitter, facebook and other relevant social media platforms.

This is an exciting opportunity for someone with experience in communications, journalism or both to implement a significant digital program. This role will be responsible for identifying and creating engaging content, moderating social media interactions and driving traffic to digital platforms in support of the organisation’s strategic objectives. The incumbent will be well versed in current social media and digital marketing trends and able to confidently provide advice on the best use of these platforms and associated tools.

The candidate will have a strong track record in reputation management as well as an ability to implement creative digital marketing campaigns, leveraging SEO, Google Adwords and other relevant optimisation strategies. The incumbent will have sound technical experience in the use of content management systems, some experience in videography and an ability to quickly learn new platforms as they become available. The successful candidate will be responsible for monitoring developments in the digital arena and ensuring that Baker IDI is well placed to integrate innovations as and when appropriate to the overall marketing communications objectives. Experience working with large, complex organisations in a fast-moving, deadline driven environment will be well regarded.

Last updated March 2015