

Position description

Marketing and Communications Specialist

About SVI

For more than 60 years, scientists at SVI have been inspired by discovery and driven by purpose.

Our team of 250 staff and students work collaboratively to tackle some of the most critical health challenges facing society today, including cancer, diabetes, osteoporosis, cardiovascular disease, infectious disease testing and dementia.

We celebrate fundamental biological discovery and practical application alike because both are required to improve the treatment, diagnosis and prevention of disease. Our NRL division is a WHO Collaborating Centre and designated as a WHO IVD Pre-qualification Evaluation Laboratory which provides a range of premium solutions and services to improve the quality of testing for infectious diseases. It has a global reputation for technical scientific excellence and fosters public health partnerships whilst delivering science as a service.

SVI is located across four sites on the campus of St Vincent's Hospital Melbourne and has a laboratory at Notting Hill. It is affiliated with The University of Melbourne and operates proudly in one of the world's most dynamic biomedical hubs. NRL operates from the Fitzroy campus as well as operating a molecular donor screening laboratory at Notting Hill.

Mission & vision

Research at SVI is inspired by discovery and driven by purpose. Our mission is to produce world-class science. Our vision is to make medical discoveries that transform lives. As a division of SVI, NRL's mission is to improve the quality of infectious disease testing globally.

Position details

Title	Marketing and Communications Specialist
Classification	HEW 5.3-6.0
Superannuation contribution	12%
Salary packaging	Up to \$15,900 FBT exempt
Meals & Entertainment packaging	Up to \$2,650 FBT exempt
Location	NRL Fitzroy
Reports to	Customer Relations and Marketing Manager
Hours	38.0 FTE

Job purpose

To coordinate NRL's marketing communications, including social media channels and website, and to continually improve our marketing communications in line with NRL's brand strategy. The incumbent will also provide customer engagement support through management of phone calls, emails and other communications from NRL customers.

Key responsibilities

1. Support strategy to improve NRL's marketing communications and develop and deploy content for digital channels.

- Under direction of the Customer Relations & Marketing Manager, and in line with NRL's communications content calendar.
- Development of programs/actions to deliver against NRL's marketing communications strategy.
- Develop and post regular content for NRL's marketing communications channels, including newsletters, annual reports, surveys, website, online store, YouTube, and LinkedIn.
- Develop materials required for external conference attendance.
- Manage NRL's social media communities.
- Develop content and assist creating a marketing strategy to support NRL Workshop activities.
- Adhere to NRL branding guidelines and support all internal stakeholders in meeting branding guideline requirements.
- Maintain a schedule of meetings with each business unit for marketing purposes: including tracking minutes and actions as appropriate.
- Support business units in planning market knowledge acquisition activities.
- Use CRM capabilities to develop and create campaign-based marketing lists relevant to business unit activities.

Measures of Performance:

- *Timely, accurate, and professional communication*
- *Responsiveness to stakeholder requests and inquiries*
- *Understanding stakeholder needs and coordinating appropriate support*
- *Managing expectations and following up on actions*
- *Coordinating tasks across departments or functions*

2. Customer Support

- Maintain NRL's professional work profile and ethic through incoming call management, responses to email and other correspondence.
- Transfer incoming queries and communications to appropriate NRL staff.
- Assist in the NRL order entry and follow up as required.
- Perform administrative duties as requested by the Customer Relations & Marketing Manager.
- Perform CRM & other digital asset updates as required.

Measures of Performance:

- *Willingness to support team members and share workload when required*
- *Clear and respectful communication within the team*

- *Contributing positively to team culture and morale*
- *Coordinating tasks across departments or functions*

Other duties

- Liaise with internal stakeholders, particularly the NRL Leadership team, regarding marketing communications and customer engagement needs.
- Assist in supporting documentation creation and reviews in line with NRL's Quality Management System requirements.
- Duties may vary depending on immediate operational needs, but will not vary outside reasonable expectations.
- Undertake all activities in accordance with NRL's documented procedures, in compliance with relevant accreditation and regulatory standards including TGA, NATA and NRL's own Quality Management System.

Measures of Performance:

- *Participation in training, learning, or development activities*
- *Applying new skills or knowledge to improve work outcomes*
- *Keeping up to date with systems, policies, and best practices*
- *Seeking feedback and acting on development opportunities*
- *Meeting deadlines and service-level expectations*
- *Streamlining processes and reducing errors or rework*
- *Effective scheduling, record-keeping, and document management*
- *Identifying opportunities for process improvements*
- *Comply with internal and external QMS requirements*
- *Adherence to SVI Occupational Health & Safety guidelines*

Experience, knowledge and qualifications

- Bachelor of Communications or similar (or Bachelor of Science with digital communications experience)
- Objective evidence of excellent writing skills
- Experience developing online content and surveys (preferably experienced with Survey Monkey, MailChimp, Canva)
- Facility with social media platforms, particularly YouTube and LinkedIn
- Experience with Customer Service delivery (SalesForce or other CRM platform experience desirable)
- Excellent verbal and social media communication skills
- Development of graphical content for brochures and other marketing materials
- Experience in the use of WordPress websites

Personal attributes

- Amiable personality with strong customer focus
- Strong initiative, autonomy and commitment to task
- Willingness to learn and receive feedback
- Attention to detail

- Reliable and punctual

Workplace Health and Safety

- SVI/NRL has a duty of care to all employees to provide a safe work environment.
- All employees must also take responsibility for their own safety, and that of fellow workmates, and should apply a commonsense approach to work methods to minimize risk to themselves and others.
- Work performed in accordance with NRL's specific workplace safety regulations and procedures.