

POSITION TITLE:	Senior Communications Officer (Engagement)
PROGRAM AREA:	Communications and Events
POSITION LOCATION:	Melbourne
CLASSIFICATION LEVEL:	8
ADDITIONAL BENEFITS:	Access to PBI salary sacrificing options
EMPLOYMENT STATUS:	Full time – Please note this position is funded up until December 2023 , past this date the continuation of this role will be subject to ongoing funding
REPORTS TO:	Executive Manager – Communications & Events
DIRECT REPORTS:	Up to 2

ABOUT THE LOWITJA INSTITUTE

Lowitja Institute is Australia's only national Aboriginal and Torres Strait Islander community controlled health research institute, named in honour of our Patron, Dr Lowitja O'Donoghue AC CBE DSG.

It is an Aboriginal and Torres Strait Islander community controlled organisation working for the health and wellbeing of Aboriginal and Torres Strait Islander people through high impact quality research, knowledge exchange, and by supporting a new generation of Aboriginal and Torres Strait Islander health researchers.

Established in January 2010, the Lowitja Institute operates on key principles of Aboriginal and Torres Strait Islander leadership, a broader understanding of health that incorporates wellbeing, and the need for the work to have a clear and positive impact.

The history of the Lowitja Institute dates back to 1997 when the first Cooperative Research Centre (CRC) for Aboriginal and Tropical Health was established. Since then, the Lowitja Institute and the CRC organisations have led a substantial reform agenda in Aboriginal and Torres Strait Islander health research by working with communities, researchers and policymakers, with Aboriginal and Torres Strait Islander people setting the agenda and driving the outcomes.

At the Lowitja Institute our research is built on priorities identified by Aboriginal and Torres Strait Islander people. We aim to produce high impact research, tools and resources that will have positive health outcomes for Australia's First Peoples. To guide this effort the Lowitja Institute has identified five key principles that underpin our approach to research. These are:

1. Beneficence – to act for the benefit of Aboriginal and Torres Strait Islander people in the conduct of our research
2. Leadership by Aboriginal and Torres Strait Islander people
3. Engagement of research end users (Aboriginal and Torres Strait Islander organisations and communities, policymakers, other potential research users)

4. Development of the Aboriginal and Torres Strait Islander research workforce, and
5. Measurement of impact in improving Aboriginal and Torres Strait Islander people's health.

VISION

The Lowitja Institute is a trusted research institute that values Aboriginal and Torres Strait Islander people's health and wellbeing.

PURPOSE

The Lowitja Institute will continue its commitment to pursuing a new generation of solutions that make a real difference to the health and wellbeing of Aboriginal and Torres Strait Islander peoples. We will facilitate knowledge creation and translation that benefits Aboriginal and Torres Strait Islander peoples first and foremost. To do this, we will support Aboriginal and Torres Strait Islander priorities and collective ways of working. We will ensure that our work recognises the strength and agency of Aboriginal and Torres Strait Islander peoples. The knowledge we provide will be culturally, ethically and intellectually rigorous.

In joining the Lowitja Institute, you commit to working respectfully and effectively within an Aboriginal and Torres Strait Islander organisation to make a direct and significant contribution to the health and wellbeing of our peoples.

COMMUNICATIONS AND EVENTS PROGRAM

The Communication and Events team is integral to the Lowitja Institute. Under the direction of the Executive Manager – Communications and Events, this team is responsible in full or in part for the following strategies in the 2019–2023 Strategic Plan:

Redesigning and implementing external relationship structures that reflect Lowitja Institute's reshaped role.

Promoting Lowitja Institute's reshaped role and activities to a broad range of external stakeholders at national and international levels.

Identifying a diverse range of funding sources and secure long-term commitments.

Identifying and developing innovative and commercial Lowitja Institute research products and services that contribute to Aboriginal and Torres Strait Islander health.

Creating an online hub for research leadership development of Aboriginal and Torres Strait Islander health researchers.

Exploring the viability of establishing a research peer networking and support program for Aboriginal and Torres Strait Islander people involved in health research and its relationship to the Lowitja Institute's Membership Framework.

PURPOSE OF THE POSITION

As a key member of the Communications Team, the Senior Communications Officer (Engagement) is expected to personally contribute to the shaping and achievement of the annual Lowitja Institute Business Plan and the Communications and Events Program priorities, which contribute to the achievement of the Strategic Plan. In addition, the Senior Communications Officer (Engagement) will:

- ⌚ Actively contribute to developing a flourishing team.
- ⌚ Support fellow staff in a team environment to build collegiality and a sense of belongingness within the team – staff will actively participate in team activities and contribute to a flourishing workplace culture that promotes the values of the Lowitja Institute.
- ⌚ The Senior Communications Officer (Engagement) will oversee and coordinate one or more of the following domains of work:
 - ⌚ Communication, media, and marketing
 - ⌚ Lowitja Publishing and reports
 - ⌚ Commercialisation and marketing

PRIMARY RESPONSIBILITIES

- ⌚ Be both proactive and responsive in supporting the development of communications strategies that support the operational activities of the Institute.
- ⌚ Coordinate media relations, contact lists and communications requirements of the Lowitja Institute.
- ⌚ Engage with national and state ministerial departments relating to Lowitja Institute's advocacy campaigns and events.
- ⌚ Build and maintain strong relationships with relevant people within the Lowitja Institute's Aboriginal community controlled and partner organisations, as well as with the research leadership and staff of the Institute.
- ⌚ Develop engaging creative content for all communication platforms including website, blog, e-newsletter, and social media.
- ⌚ Prepare presentations and coordinate promotional campaigns.
- ⌚ Manage and maintain a photo library and multimedia content database.
- ⌚ Coordinate the organisational, administrative and financial actions of the Institute's communications and publishing activities. Network with industry experts and potential clients to drive brand awareness.
- ⌚ Support the management of Lowitja Institute events and partner events.
- ⌚ Oversee management of digital databases and online platforms, spreadsheets, and inventory lists.

- ⌚ Provide training and mentoring to Lowitja Institute Communication Officers in the delivery of the Communications and Events program.
- ⌚ Undertake professional development to support the position accountabilities and to maintain currency and performance improvement.
- ⌚ Other duties as required by Executive Manager, Communications & Events.

SELECTION CRITERIA

Essential

1. Demonstrated knowledge and understanding of matters concerning the health and wellbeing of Aboriginal and Torres Strait Islander peoples.
2. Demonstrated ability to communicate effectively with Aboriginal and Torres Strait Islander peoples.
3. Tertiary qualifications in a relevant discipline.
4. Experience in writing and editing high quality reports, newsletters, annual reports and other similar publications, especially in research.
5. Demonstrated ability in project management.
6. Demonstrated experience in developing and implementing communication plans and strategies.
7. Strong leadership skills together with experience supervising and collaborating with a variety of personnel.
8. Innovative in determining best methods of communications for maximum impact with identified audiences.
9. The ability to work as an effective team member as well as being able to work independently.
10. Demonstrated administration and organisation skills and the ability to work under pressure to meet tight timelines.
11. Demonstrated understanding of cultural safety in an Aboriginal and/or Torres Strait Islander context and the ability to contribute to a culturally safe environment.
12. The ability to undertake interstate travel if required and work out of hours.

Highly desirable

1. Relevant post graduate qualifications.
2. Experience gained from working within the publishing industry.
3. Experience working in an Aboriginal community controlled or research organisation.

Please note that you must be of Aboriginal or Torres Strait Islander descent to be eligible for this role. Lowitja Institute considers that being of Aboriginal and/or Torres Strait Islander descent is a genuine occupational qualification under section 12 of the Equal Opportunity Act 2010 (Vic).

APPROVED



Chief Executive Officer

Date: 11 October 2022