



POSITION DESCRIPTION

Position Title:	Marketing and Communications Advisor
Cluster / Business Unit / Division	Chief Operating Officer Group
Section or Unit:	Corporate Affairs
Classification:	Band 5
Job Family:	Communications & Marketing
Position Description Number:	PD-1686
Work Contract Type:	Professional
STEMM/NON-STEMM:	NON-STEMM

POSITION PURPOSE

The Marketing and Communications Advisor coordinates the development and implementation of marketing communications programs and activities for ANSTO's Commercial Products and Services to increase market share and revenue. The Marketing and Communications Advisor also assists with the external engagement activities of the broader Corporate Affairs team.

ORGANISATIONAL ENVIRONMENT

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

The Chief Operating Officer Group (COOG) aims to create greater synergies across operational areas of ANSTO, and more streamlined interfaces with the Department of Industry, Science, Energy and Resources and other agencies in Canberra.

Corporate Affairs provides high quality advice to both internal and external stakeholders including building and maintaining relationships with government agencies and managing submissions to government and parliamentary committees domestically and internationally. The team is responsible for internal and external communications at both a strategic and tactical level within and for ANSTO. This includes areas such as publications, tours, events and sponsorships, media, the staff intranet, website and newsletters.

ACCOUNTABILITIES & RESPONSIBILITIES

Key Accountabilities

- Implementing marketing communications campaigns and activities to support the sales and marketing objectives of ANSTO's Commercial Products and Services (CPS) business area and external engagement objectives of Corporate Affairs.
- Provide advice and recommendations to CPS and respond to a wide range of changing needs including the development of online, social and digital marketing content, brochures & publications, copywriting, videos, advertorials, and signage, as well as management of all conference & sponsorship related materials.
- Identify opportunities and support improvements for the digital customer experience, including online enquiries, email marketing, web page content and social media.
- Support the activation of ANSTO-wide, as well as business specific sponsorships.
- Identify, train and support representatives from CPS on digital platforms.
- Work with Internal Communications to promote CPS businesses internally across the organisation, with the view of creating advocates.

- Manage the assets and use of the online ANSTO Resource Centre.
- Provide support to all members of Corporate Affairs, as required.
- Undertake additional duties as required and during periods of leave of other staff.

Decision Making

- The position works within a framework of legislation, policies, professional standards and resource parameters. Within this framework the position has some independence in determining how to achieve objectives of the unit, including deciding on methods and approaches, operations, project planning and allocation of resources.
- The ANSTO values, organisational corporate plan, business plan, operational excellence program, the Chief Operating Officer Group strategy and Corporate Affairs objectives provide the context for the position.
- The position is fully accountable for the accuracy, integrity and quality of the content of advice provided to CPS and is required to ensure that decisions are based on sound evidence, but at times may be required to make effective judgements under pressure or in the absence of complete information or expert advice.
- Determine key work priorities within the context of agreed work plans and will consult with the Senior Manager, Digital, Comms, Sponsorships on complex, sensitive and major issues that have a significant impact on Corporate Affairs and CPS.
- Decisions regarding budget and contract negotiations are deferred to the Senior Manager, Digital, Comms, Sponsorships.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

Key Challenges

- Ensuring the successful implementation of strategic objectives and project completion whilst managing conflicting priorities and deadlines.
- Improving customer service, response times and delivery efficiencies.
- Keeping abreast of recent developments in digital marketing, ensuring continual improvement and implementation of best practise.
- Developing engaging marketing and communications materials, content and copy, within tight timeframes.

KEY RELATIONSHIPS

Who	Purpose
Internal	
Senior Manager, Digital, Comms, Sponsorships	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert and evidence-based advice • Report on resource requirements consistent with strategic plans and goals • Recommend budget management • Recommend and gain endorsement for plans and goals and other initiatives
Work area team members	<ul style="list-style-type: none"> • Provide expert advice and analysis on a full range of matters • Contribute to group decision making processes, planning and goals • Collaborate and share accountability • Negotiate and resolve conflicts
Direct Reports	<ul style="list-style-type: none"> • Nil

Commercial Products and Services	<ul style="list-style-type: none"> • Provide expert advice and analysis on marketing and communication campaigns and activities • Recommend and gain endorsement for plans and goals • Contribute to group decision making processes
Sponsorships	<ul style="list-style-type: none"> • Establishing and/or building relationships with external partners • Collaborate to enable physical and digital activations • Ensure stakeholder is clear on objectives and their measurement • Gold Conference Standard adherence • Coordinate internal representatives
Customers	<ul style="list-style-type: none"> • Develop, write and distribute customer communications in conjunction with CPS • Advise and provide input on engagement strategy • Support database management • Deliver customer surveys

POSITION DIMENSIONS

Staff Data	
Reporting Line	Reports to the Senior Manager, Digital, Comms & Sponsorships
Direct Reports	Nil
Indirect Reports	Nil

Special / Physical Requirements

Location:	Lucas Heights
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer)
Radiation areas:	May be required to work in radiation areas under tightly regulated conditions
Hours:	Willingness to work extended and varied hours based on operational requirements
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements

Workplace Health & Safety

Specific role/s as specified in <u>AP- All Workers 2362</u> of the ANSTO WHS Management System	Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties
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ORGANISATIONAL CHART

On file.

KNOWLEDGE, SKILLS AND EXPERIENCE

Mandatory

1. Degree in communications or marketing (or relevant equivalent experience demonstrated within the discipline)

2. Demonstrated experience in coordinating the production of marketing and communications material including online and social media content, publications, advertising and advertorials, signage, conference material and media releases
3. Proficient in website content management systems, EDM platforms, social media channels, Microsoft Suite
4. Customer relationships management and commercial support
5. Brand management ensuring consistent and correct brand positioning, logo usage, language and narrative.
6. Copywriting experience (especially for online communications including newsletters, webpages, intranet, social media, etc)
7. Experience in delivering sponsorships and conference/events
8. Experience managing clients, creatives and suppliers including writing briefs, managing production processes and negotiating with suppliers

Desirable

1. Experience with SharePoint, Google Analytics, SEO
2. Business to business marketing experience
3. Experience working within a science organisation

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager	Delegated Authority
Name: Melissah Picca	Name: Alan Brindell
Title: Senior Manager, Digital, Comms & Sponsorships	Title: Director Corporate Affairs
Signature:	Signature:
Date:	Date: