Position Description

On-line Co-ordinator

Translational Research Institute, Brisbane

2. The Position

Reporting to the Communications and Marketing Director, the primary purpose of the Online Coordinator is to manage, prepare and publish a range of content for regular distribution across TRI online, digital and multimedia platforms to ensure seamless integration into the overarching communication strategy. In addition to this, the Online Coordinator will be responsible for planning and implementing the tactical execution of TRI social media strategy and will ensure that the content created supports the Institute's brand focus and strategic objectives, whilst increasing TRI awareness.

The position is two (2) days per week; .4FTE (flexible options on which days and hours worked).

3. Key Responsibilities

Duties

- Manage, prepare and publish content and distribute across online, digital and multimedia platforms (intranet, internet, digital wall, LCD signage etc.);
- Plan and implement the tactical execution of TRI social media strategy, ensuring content supports TRI brand focus and strategic direction (LinkedIn, Facebook, Instagram, Twitter etc.);
- Ensure regular engagement and connection with internal and external audiences via effective, relevant and timely activity and content across TRI online, digital and multimedia platforms;
- Research, write and proofread content, editing text to suit audiences and channels;
- Contribute to planning and execution of integrated print and online campaigns with TRI Communications and Marketing (C+M) team, and partner institute communications and marketing teams;
- Monitor the changing online media landscape, identifying new opportunities for potential TRI engagement;
- Demonstrate best practice in online, digital and multimedia content development, execution and evaluation;
- Liaise with external vendors and suppliers as required; and
- Other duties as determined from time to time by the C+M Director or COO/CEO.

4. Reporting Relationships

The position reports to TRI C+M Director.

5. Experience, Knowledge, Skills and Qualifications

Experience

Essential

- Experience in developing content for online, digital, multimedia and social media environments, as well as knowledge of legal requirements such as privacy and content;
- An understanding of digital marketing principles;

- Experience in implementing online analytics software;
- A minimum of two years in a similar communications role;
- Ability to develop content across a broad range of audience types; and
- Excellent communication and interpersonal skills.

Knowledge

Essential

- Demonstrated knowledge Content Management Systems for web upload and maintenance of forms, surveys, style sheet design etc. – Druple preferred;
- Demonstrated knowledge and understanding of marketing and communications strategy development in a complex organisation;
- Demonstrated knowledge and understanding of new digital communications technologies and how they apply to strategic marketing and communications e.g. Twitter, LinkedIn, Facebook, Instagram etc.; and
- Ability to prepare proposals, reports, and correspondence.

Desirable

- Knowledge of TRI research programs, terminology and organisational structures.

Skills

Essential

- Demonstrated creative ability and an aptitude for innovative approaches across online, digital and multimedia communications and marketing;
- Excellent interpersonal and communication skills with individuals at all levels including research leaders, academics, executive management, students and funding groups;
- High level organisational and time management ability; and
- Accuracy and attention to detail.

Desirable

- Significant initiative and judgement is required, while working within a complex organisational environment;
- Excellent qualities in negotiation, tact, discretion and an ability to maintain confidentiality; and
- Strong client service focus.

Qualifications

Essential
- A degree in online communications, digital marketing, computing or related area or equivalent work experience in the field.