

POSITION DESCRIPTION

COMMUNICATIONS MANAGER

Location:	North Melbourne, Victoria
Directorate:	Strategy
Employment type:	Full-time
Position reports to:	Strategy Director

1. ABOUT CORETEXT

Coretext provides communications and creative services to government, industry and the education sector, with a particular focus on communicating science, health, agriculture and technology. We use the latest strategy, communication and graphic design approaches to demonstrate the value of research, development and capacity-building to the economic, social and environmental sustainability of economies and communities. Our clients are predominantly based in Australia, although their work has global reach. Find out more on our [website](#).

- Vision:** To be integral to the global research and development community's efforts to create and share knowledge that promotes an equitable, sustainable, world
- Mission:** To be an agent for community cohesion by developing communications for the research and development sector that inform, empower and motivate people to be positive participants in a changing world.
- Values:** Accountability, Authenticity, Curiosity, Creativity, Integrity

2. POSITION SUMMARY

The Communications Manager is responsible for the development, implementation and evaluation of communications and marketing strategies and plans for Coretext's clients.

The Communications Manager is required to oversee and contribute to hard copy and digital communication materials including the development of publications, messaging, briefing materials, video, audio, media releases and social media posts. The Manager requires a significant understanding of emerging technologies, including AI, and their application to communications practice.

The Communications Manager liaises proactively with Coretext's clients to achieve their communication and marketing objectives within agreed timeframes and budgets. This includes the development and delivery of integrated content marketing strategies, executing and leading digital campaigns to diverse stakeholder groups across multiple channels, electronic direct mail campaigns, as well as reporting and analytics.

The manager is expected to contribute to the development of tenders and requests for quote, and to identify opportunities for building on existing client relationships or establishing new relationships.

The role is also responsible for developing, implementing and evaluating Coretext's digital presence (social media and website). The incumbent will be expected to be familiar with the latest developments in user experience and online marketing and use their initiative in applying this to Coretext's communications and marketing activities.

3. POSITION CONTEXT

The Communications Manager holds a senior role at Coretext. The role works closely with the Strategy Director, Chief of Staff, Creative Director and General Manager, and oversees the work of the digital designer and freelancers including writers, photographers and videographers. The Communications Manager works closely with Coretext's clients to identify and clarify their communications objectives and deliver client projects on time and within budget.

4. KEY RESPONSIBILITIES/OUTCOMES

STRATEGY AND POLICY

External

- Lead the development, implementation and evaluation of client communication strategies
- Develop, implement and evaluate plans, policies and actions for improving the efficiency and effectiveness of Coretext's delivery of client communication activities.
- Stay abreast of, and adapt to, emerging communication approaches, including the integration of AI, to enhance client communication strategies and channels.
- Review communications and marketing-related providers such as extension service providers, market research companies, media buyers, and website developers for their capacity to meet client requirements.

Internal

- Contribute to the development of tenders and requests for quote, including budget recommendations
- Develop, refine and communicate policies, procedures and templates relating to implementing Coretext's digital activities
- Provide quarterly management reports on the effectiveness of Coretext's communications and marketing activities, and use this data to develop and deliver strategies to improve client lead generation.
- Ensure all communication and marketing materials comply with Coretext's brand guidelines and best practice accessibility and usability guidelines.
- Represent Coretext at relevant R&D sector forums
- Review marketing-related providers such as market research companies, media buyers, and website developers for their capacity to meet client requirements.

LEADERSHIP

- Act as a role model and provide leadership, management and development of the Communications team.
- Ensure that the Communications team is positioned to deliver a proactive service, and lead the team to build on and improve service delivery.
- Management of staff in a manner that motivates and empowers each to realise their potential and deliver maximally to Coretext and its clients.
- Manage project teams as required.

COMMUNICATIONS

External

- Develop, implement and evaluate communication plans in collaboration with clients and, where relevant, their identified stakeholders
- Gather audience research insights on behalf of clients to identify and shape audience-first communication strategies;
- Ensure that materials prepared by Coretext for clients meet the brief and appropriately represent the client

- Develop, implement, coordinate and evaluate media strategies and associated campaigns
- Develop, implement, coordinate and evaluate digital communication strategies and associated campaigns
- Oversee the development and implementation of schedules for client projects
- Develop and maintain effective relationships and networks to ensure the successful delivery of media activities across mainstream and trade media
- Identify, plan and manage opportunities for creative media placement and public relations activities to support the strategic priorities of Coretext clients
- Develop and disseminate media releases, opinion pieces and comment/analysis pieces on behalf of clients
- Manage, develop and prepare digital content across clients' owned and earned distribution channels
- Oversee and, when required, execute the upload of digital content to client communication channels including websites, social media channels and e-newsletters
- Other communications activities, as required

Internal

- Enhance understanding of Coretext's service offering among target audiences
- Ensure Coretext's activities are appropriately represented in the public domain
- Oversee the development and implementation of campaigns to promote Coretext's expertise in R&D sector communications and creative services
- Oversee the development of content strategies across Coretext's owned digital channels including websites, social channels and email;
- Monitor social media engagement and respond to comments and messages, escalating to the Strategy Director if required
- Establish a core performance dataset that delivers effective measurement of Coretext's digital marketing activities; and track and report on these;
- ensure that any sponsorship or partnership obligations Coretext signs up for are delivered, and positive outcomes are delivered for both parties.
- Other communications activities, as required

RELATIONSHIP BUILDING

- Collaborate with existing and prospective clients to identify new communication opportunities
- Work with the chief of staff to meet the resourcing requirements of client projects
- Contribute to the maintenance of Coretext's CRM
- Work as part of the Coretext team

5. SELECTION CRITERIA

The following criteria must be met for consideration for this position:

5.1 Essential

- A tertiary qualification in communications, PR, or journalism or equivalent industry experience
- At least 5 years' experience in communications ideally gained as a journalist within a health or science portfolio and/or extensive experience working in communications in a health or research environment
- A strong network of contacts from national, state, and regional media, preferably those covering health/science/agriculture
- Proven ability to translate complex scientific ideas into lay language
- Experience developing and managing content across multiple communication channels
- Demonstrated ability to negotiate with and advise people at all levels
- Demonstrated ability to develop and maintain strong, positive client, stakeholder and supplier relationships both internally and externally;

- Experience in establishing systems and procedures to guide work and track progress; and
- Organisational skills and the ability to work under pressure in a team environment to meet deadlines

5.2 Desirable

- Experience in the development or redevelopment of a website or intranet;
- Experience in managing media agencies;
- Experience in using a CRM; and
- Experience in using a CMS (Coretext’s CMS is Wix).

6. SPECIAL REQUIREMENTS

- All Coretext employees are required to familiarise themselves with the organisation’s policies and procedures and to adhere to them at all times.
- Unrestricted right to live and work in Australia.
- This position may need to be based at home during certain periods, in line with government guidelines. As such a reliable internet connection will be required.
- Some out of hours work may be required
- You may be required to travel to rural or remote locations within Australia or internationally

7. ACKNOWLEDGMENT

Confirming this position description has been read and understood by:

Name:	
Signature:	
Date:	