

# POSITION DESCRIPTION

## Marketing & Communications Manager

March 2010  
Version 1.0

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## 1.0 POSITION DESCRIPTION

**JOB TITLE:** Marketing & Communications Manager  
**TYPE OF EMPLOYMENT:** Full-time  
**REMUNERATION:** To be discussed at Interview.  
**CLOSING DATE:** 12 March 2010  
**FURTHER INFORMATION:** Tina Fairley telephone 07 3853 5273.

## 2.0 BACKGROUND

The Australian Institute for Commercialisation (AIC) provides innovation and collaboration services that help organisations grow. Our vision is to be the leading Australian company delivering commercialisation solutions that create innovation value.

Nationally, we work with entrepreneurs, businesses, research organisations and governments to identify opportunities to convert ideas or intellectual property into successful business outcomes.

Using our networks and experience, we deliver services to achieve that by establishing partnerships, improving skills, and providing commercialisation advice.

We are also an advocate for commercialisation, and assist government with policy initiatives and thought leadership in the innovation space.

Our innovation and commercialisation products include services that encompass:

1. facilitation of collaboration along the value chain, for instance between research organisations and SMEs, or governments and industry (intermediary services)
2. commercialisation project management services to achieve and manage technology transfer or brokerage of intellectual property
3. strategic advice around IP management and commercialisation
4. market research and opportunity analysis
5. professional development programs to increase commercialisation skills and successes.

The AIC's core competencies include:

- extensive innovation networks across Australia, including the research sector
- relationships with many governments
- the AIC business model – independent and not-for-profit, trusted, able to take risk
- ability to facilitate collaboration across stakeholder sectors
- know-how, experience and skills in commercialisation planning and execution
- experience and track record as an innovation intermediary
- the diversity of skills and experience of AIC staff

Through our work, our clients are able to better develop their ideas and capitalise on opportunities that create high value jobs, exports and wealth.

### 3.0 PURPOSE OF POSITION

This is a full-time position to manage the marketing communications unit of a multi-disciplined commercialisation consultancy environment. The purpose of the role is to provide hands-on marketing communication support to the Australian Institute for Commercialisation (AIC) corporately and to the internal business units.

This position is responsible for the development and implementation of integrated marketing communication strategies and supporting promotional plans to support the AIC's target market specific programs and corporate relationships with its key stakeholders internally and externally.

This growing role is suited to an organised individual who has a genuine enthusiasm for marketing and communications. The position requires excellent written and verbal communication skills, and an ability to write with different audiences and different marketing channels in mind. Excellent attention to detail and proof reading skills are a must as is a minimum of four-five years experience in a similar Marketing Communications role.

## 4.0 DUTIES AND RESPONSIBILITIES

Duties and responsibilities include, but are not limited to:

- **Target market specific campaigns.** Implement creative and unique marketing campaigns that will increase positioning, presentation and promotion of AIC initiatives to stakeholders and prospective AIC clients. Work with business units and utilise marketing and communications tactics to achieve business objectives.
- **E-marketing.** Develop, where necessary, e-marketing campaigns, including electronic digital mails (EDMs)
- **Web presence.** Manage the backend Content Management System (CMS) of the AIC's corporate website, [www.ausicom.com](http://www.ausicom.com), including the policy library materials and AIC articles, archive databases and Search Engine Optimisation (SEO) and [innovationtoolbox.com.au](http://innovationtoolbox.com.au).
- **Events.** Provide input into the planning and development of events. Develop and implement event marketing activities.
- **Event management.** Assist the AIC Event Manager organise and host AIC events, or co-brand other's events, to build the AIC's profile within the commercialisation sector in conjunction with the AIC's Event Coordinator.
- **Promotion.** Promote the AIC through linkages with media, stakeholders, and partners.
- **Artwork.** Maintain photographic and artwork library and staff profile pictures.
- **Other duties.** Given the small number of full-time staff at the AIC, it is anticipated that all staff will reasonably participate in a range of duties and activities as the need arises and circumstances dictate.
- **Brand.** Build the AIC brand value by ensuring AIC's strategies, solutions and messages are positioned, communicated and delivered in an appropriate manner. Oversee the work undertaken by the AIC's preferred Graphic Design/Web Content Management suppliers.
- **Plans & Strategies.** Develop and implement the AIC's marketing communication plan and budgets.
- **Media relations.** Maintain positive profile among stakeholders and target markets, identify commercialisation wins and opportunities, play an advocacy role with stakeholders for commercialisation issues and build and maintain media relationships.
- **Literature.** Write, produce, and deliver the AIC's communication literature: including monthly newsletter, annual report, collateral, case studies and other articles and presentations (where appropriate) to ensure effective engagement with the AIC's internal and external stakeholders.
- **Documentation Style.** Manage the corporate documentation templates to ensure consistency of style and presentation. Maintain the AIC's Style Guide.
- **Editing.** Edit corporate research and other reports to specific customers (where appropriate).
- **Sponsorship.** Manage the AIC's sponsorship budget and seek sponsorship from AIC service providers.
- **Reporting.** Monthly reporting of KPI's and performance targets.
- **Other duties.** Given the small number of full-time staff at the AIC, it is anticipated that all staff will reasonably participate in a range of duties and activities as the need arises and circumstances dictate.

## 5.0 SELECTION CRITERIA

### **Knowledge, Experience, Skills and Personal Qualities**

The selection criteria below have been developed to reflect the purpose and duties required of this role. Short listing and later assessment will be based principally on these criteria.

#### **SC1 Integrated marketing communication**

- Demonstrated executive ability to help lead an organisation or group in achieving a central coordinating position in a complex environment. This includes the ability to successfully represent and promote the organisation as it secures its position and identity in its chosen markets.
- Demonstrated ability to develop and implement targeted campaigns, preferably in a business-to-business environment.
- Demonstrated ability to conceive and implement marketing and communication campaigns within a complex environment.
- Knowledge and understanding of above and below the line marketing techniques.
- Knowledge of brand management and importance of branding. Ability to learn AIC style.
- Experience with briefing, working closely with and managing designers, printers, and suppliers to achieve business objectives. Ability to book media and work to deadlines to achieve marketing and communications goals.
- Demonstrated e-marketing experience and maintenance of a corporate website.
- Proven writing, editing and proof reading skills with excellent attention to detail.
- Demonstrated knowledge of Adobe Creative Suite of programs including InDesign and Photoshop.

#### **SC2 Communication and Negotiation**

- Demonstrated high level communication and interpersonal skills and negotiating abilities at senior levels of government, industry and research communities and other interested groups to achieve corporate objectives and to provide client satisfaction.
- Demonstrated and proven ability of high level written and verbal communication skills including proof reading and editing skills.
- Proven ability to work effectively in diverse teams both inside the organisation and with senior representatives of private, public and research organisations.
- Proven ability to distil complex information into plain English, with exceptional attention to detail.
- Demonstrated communication and interpersonal skills to achieve both corporate objectives and to provide client satisfaction.
- Demonstrated excellent verbal communication skills.
- Proven ability to work effectively in a diverse team and liaise with all levels of an organisation.
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- Demonstrated excellent verbal communication skills.
- Proven ability to work effectively in a diverse team and liaise with all levels of an organisation.

- Knowledge of Web 2.0 technologies (ie. Twitter, Facebook, LinkedIn) and ability to monitor accordingly.

### **SC 3 Media relations and stakeholder relations**

- Demonstrated skills and experience researching and writing media releases.

### **SC4 Performance in a Professional Team Environment**

- Demonstrated ability to work in a rapidly evolving area with the strongest emphasis on quality and professionalism and the proven ability to work at management level without close supervision.

### **SC5 Resource Management and Governance**

- Demonstrated executive level ability to plan and manage resources efficiently, ethically and in a fully accountable manner both with measurable outcomes and strict adherence to corporate governance requirements.
- Demonstrated ability to manage time effectively and deliver resources within required timeframes.
- Demonstrated ability to work autonomously, as well as in a team environment.

### **Desirable**

- Has worked in or with government previously

## **6.0 QUALIFICATIONS**

### **Essential:**

- Relevant tertiary qualification, preferably in marketing/communications or Journalism
- 1-2 years experience in a similar marketing communication role

### **Highly Regarded:**

- Relevant business qualification (e.g. Business or Marketing)

## **7.0 ORGANISATIONAL ENVIRONMENT**

The AIC operates as an independent, not-for-profit organisation headquartered in Brisbane Technology & Conference Centre, Brisbane Technology Park (BTP), 1 Clunies Ross Road, Eight Mile Plains. In addition, the AIC has established nodes in New South Wales, Victoria, South Australia and Cairns through its various programs.

The AIC has a dynamic, high quality team of 24 executive, operational and administrative staff.

## 8.0 REPORTING ARRANGEMENTS

The position reports to the Director of Operations.

## 9.0 LEVEL OF SUPERVISION

Demonstrated ability to work independently as well as in a team, and contribute to the work of the company to achieve target outcomes whilst demonstrating initiative.

## 10.0 REMUNERATION AND EMPLOYMENT CONDITIONS

Due to the rapidly changing business environment in the commercialisation sector, the nature of the role and its reporting relationships may change from time to time.

A remuneration package will be offered commensurate with the senior level competencies and experience necessary for this role.

Approved:

.....  
**Dr Rowan Gilmore** Date  
Chief Executive Officer

I understand and accept the roles and responsibilities outlined above, and acknowledge they may change according to business requirements.

.....  
**Employee** Date