# Position Details

## Communication & Information- CSOF4

|  |  |
| --- | --- |
| The following information is for applicants | |
| Advertised Job Title | Brand Advisor |
| Job Reference | 87250 |
| Tenure | Term (start date asap until 30 November 2023)  Full-time |
| Salary Range | AU $87,068 – AU $98,504 per annum  plus up to 15.4% superannuation |
| Location(s) | Canberra, Sydney and Newcastle preferred. Adelaide, Brisbane and Melbourne may be considered. |
| Relocation Assistance | Not applicable |
| Applications are open to | Australian/New Zealand Citizens and Australian Permanent Residents only |
| Position reports to the | Brand Manager |
| Client Focus – Internal | 80% |
| Client Focus – External | 20% |
| Number of Direct Reports | 0 |
| Enquire about this job | Kirsten Lea, Brand Manager  [kirsten.lea@csiro.au](mailto:kirsten.lea@csiro.au) |
| How to apply | Apply online at <https://jobs.csiro.au/>  Internal applicants please apply via **Jobs Central**  If you experience difficulties when applying, please email [careers.online@csiro.au](mailto:careers.online@csiro.au) or call 1300 984 220. |

**Acknowledgement of Country**

CSIRO acknowledges the Traditional Owners of the land, sea and waters, of the areas that we live and work on across Australia. We acknowledge their continuing connection to their culture and pay our respects to their Elders past and present. View our [vision towards reconciliation](https://www.csiro.au/en/about/Indigenous-engagement/Reconciliation-Action-Plan).

### Role overview

This role supports the delivery of the CSIRO brand strategy by protecting and strengthening CSIRO’s brand through the delivery of exceptional brand, production and creative advice and services.

Drawing on exceptional communication skills in areas such as account/client liaison, production and design processes and supplier liaison, the Brand Advisor is integral to ensuring CSIRO’s visual identity and brand architecture is considered across everything produced from merchandise and signage, to scientific reports and event activations.

Working closely with a team of graphic designers, the role requires exceptional levels of organisation and time management skills, with experience across design and production, with a broad and developing understanding of brand strategy.

This role reports to the Brand Manager and sits with the Brand and Marketing Team in CSIRO’s Corporate Affairs function.

### Duties and key result areas

* Protecting and strengthening CSIRO’s brand by collaborating with communicators across CSIRO on design and production projects, in liaison with a team of graphic designers.
* Liaise, support and educate communicators to refine and develop design briefs; provide creative solutions based on knowledge of CSIRO’s visual identity and brand architecture.
* Coordinate activities as required to ensure the effectiveness of CSIRO’s image library and merchandise services.
* As part of the Brand Team, champion and help communicators and CSIRO employees understand the CSIRO brand strategy. This can include assisting the Brand Manager with projects across areas such third party use of CSIRO’s name and logo; events and sponsorship; education materials and training; and ensuring intranet information is current.
* Continually review and make recommendations for best practice, innovative and creative processes, techniques and technologies to best meet end-user needs to support the services offered by the brand team to communicators and CSIRO employees.
* Seek opportunities to share knowledge and lessons within and across teams in order to develop a multi-skilled communication team where individuals have more than one area of domain knowledge
* Work collaboratively as part of a multi-disciplinary, often regionally dispersed team to carry out tasks in support of CSIRO scientific objectives.
* Adhere to the spirit and practice of CSIRO’s Values, Code of Conduct, Health, Safety and Environment procedures and policy, Diversity initiatives and Zero Harm goals.
* Other duties as directed.

## **Selection criteria**

#### Essential

*Under CSIRO policy only those who meet all essential criteria can be appointed.*

1. A certificate or tertiary qualification in a relevant area, such as communication, public relations, brand, marketing, studio production management and/or relevant work experience.
2. Demonstrated communication experience encompassing:

* coordinating the design and production process with a team of graphic designers; studio management experience not essential, but a desirable quality.
* brand strategy elements such as implementing a visual identity, and following a brand architecture structure.

1. Experience in coordinating numerous projects and clients concurrently, ensuring high standards of service delivery as well as technical output.
2. The ability to proactively build and develop internal and external relationships to support delivery of Brand objectives and meet current and future goals.
3. Ability to build and maintain strong professional and collaborative working relationships across the Corporate Affairs team with experience in issues and time management and contemporary communication practices to achieve positive outcomes.
4. Ability to support a culture committed to values based behaviour which fosters innovative problem solving, continuous improvement and knowledge sharing.

## **Required Competencies**

* **Teamwork and Collaboration:** Cooperates with others to achieve organisational objectives and may share team resources in order to do this. Collaborates with other teams as well as industry colleagues.
* **Influence and Communication:** Uses knowledge of other party's priorities and adapts presentations or discussions to appeal to the interests and level of the audience. Anticipates and prepares for others’ reactions.
* **Resource Management/Leadership:** Allocates activities, directs tasks and manages resources to meet objectives. Provides coaching and on the job training, recognises and supports staff achievements and fosters open communication in the team.
* **Judgement and Problem Solving:** Investigates underlying issues of complex and ill-defined problems and develops appropriate response by adapting/creating and testing alternative solutions.
* **Independence:** Recognise and makes immediate changes to improve performance (faster, better, lower cost, more efficiently, better quality, improved client satisfaction).
* **Adaptability:**Copes with ambiguity or situations that lack clarity. Adapts readily to changing circumstances and new responsibilities (which may include activities outside own preferences) in the interests of achieving team objectives. Recognises the need for and undertakes personal development as a result of changes.

Special requirements

Appointment to this role may be subject to conditions including provision of a national police check as well as other security/medical/character clearance requirements.

* The successful candidate will be asked to obtain and provide evidence of a National Police Clearance or equivalent. Please note that individuals with criminal records are not automatically deemed ineligible. Each application will be considered on its merits.

## **About CSIRO**

We solve the greatest challenges through innovative science and technology. Visit [CSIRO Online](http://www.csiro.au/) for more information.

CSIRO is a values-based organisation.  In your application and at interview you will need to demonstrate behaviours aligned to our values of:

* People First
* Further Together
* Making it Real
* Trusted