# Position Details

## Communication & Information – CSOF5

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| The following information is for applicants | |
| Advertised Job Title | Marketing Communications Lead - Education |
| Job Reference | 87266 |
| Tenure | Specified Term until 31 December 2026  Full-time |
| Salary Range | AU $102,724 to AU $111,165 pa (pro-rata for part-time) plus up to 15.4% superannuation |
| Location(s) | Dutton Park, QLD; Clayton, VIC; Newcastle, NSW; Sydney, NSW; Canberra, ACT |
| Relocation Assistance | No |
| Applications are open to | * Australian/New Zealand Citizens and Australian Permanent Residents Only |
| Position reports to the | Communication Manager – Education & Publishing, Corporate Affairs |
| Number of Direct Reports | Up to 3 |
| Enquire about this job | Contact: Lizzie Duthie, Communication Manager  email: lizzie.duthie@csiro.au or phone  +61 409 721 821 |
| How to apply | Apply online at <https://jobs.csiro.au/> by submitting a current CV and a maximum two-page cover letter, addressing the selection criteria using examples.  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

We are seeking a driven, energetic and strategic senior marketing communication professional to join our Corporate Affairs team. In this role, you will deliver initiatives that support CSIRO education programs, stakeholder engagement and brand awareness activities.

You will be part of the Brand and Marketing team working closely with CSIRO Education & Outreach, leveraging their knowledge to implement integrated marketing communication solutions to drive program awareness, engagement and participation in a new program, STEM Together.

As part of a wider group of communication advisors, you’re an experienced, hands-on and pragmatic professional with demonstrated success in devising, implementing and evaluating high-impact communication activities.

You are extremely organised with strong relationship and project management skills. The ability to work cross-functionally with diverse stakeholders including CSIRO staff, agency partners, government, universities, investors and industry is a key aspect of this role.

### Duties and Key Result Areas:

* Develop marketing and communication strategies to support STEM Together and the strategic priorities of CSIRO’s Education and Outreach team. Translate these strategies into working execution plans to deliver.
* Proactively identify opportunities to effectively reach key audiences across education, industry, government, media and CSIRO employees.
* Establish and maintain collaborative relationships and work as a strategic and trusted partner to develop and deliver targeted campaigns.
* Create engaging and relevant content for our target audiences –illustrating CSIRO education, science and impact – for use across all touchpoints.
* Efficiently manage all aspects of high-profile integrated marketing and communication campaigns with multiple stakeholders.
* Show initiative and work effectively as a member of a highly distributed team to deliver high quality outcomes with autonomy.
* Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of CSIRO’s reputation.
* Build and maintain team-focused relationships across all areas of the Corporate Affairs team, sharing knowledge and working together in pursuit of the development and promotion of best practice Communication management.
* Adhere to the spirit and practice of CSIRO’s Code of Conduct, Health, Safety and Environment plans and policies, Diversity initiatives and Zero Harm goals.

## **Selection Criteria**

#### Essential

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

1. Five years + experience with a relevant tertiary qualification and/or significant work experience in marketing communications.
2. Demonstrated experience in the development and implementation of marketing communication campaigns to successfully reach target audiences.
3. Proven skills in building strong relationships with stakeholders to develop organisational and cross-functional marketing communication initiatives that translate into program participation.
4. Strong writing skills, especially relating to the development of content to showcase the impact of our education programs, marketing collateral and campaigns.
5. Demonstrated ability to work successfully in multi-disciplinary teams
6. Demonstrated experience in managing media and social media to reach intended audiences
7. Ability to work autonomously and adapt to changing circumstances to achieve team objectives.

#### Desirable

1. Experience working in STEM engagement and/or education and outreach programs.

## **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:** Sets up and maintains effective and efficient work teams and manages performance and resources, to achieve objectives. Chooses appropriate management strategies and communication styles to maintain high levels of motivation and productivity. Gives feedback for development purposes and provides support and direction for improvement.
* **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:** Plans, sets and works to meet challenging standards and goals for self and/or others. Recognises where endeavours will make the most impact or difference, decides on desired outcome and sets realistic goals to reach this target.
* **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 is subject to completion of a valid Working With Children Check in your state or territory.

## **About CSIRO:**

We solve the greatest challenges through innovative science and technology. To find out more visit us [online](http://www.csiro.au/)! Find out more about CSIRO  [Resources](https://www.csiro.au/en/Research/MRF)

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