

Position description

Title of position: Communication Manager

Reporting to: Managing Director

Overview:

The primary objective of the Communication Manager is to manage AWRI's Wine Australia-funded communications project by ensuring that stakeholders clearly understand AWRI's activities. The role will also be responsible for maintaining the high value and trust with industry of 'Brand AWRI'. The activities of the Communication Manager are guided by AWRI's mission, values and behaviours, and its strategic plan.

Qualifications:

A relevant degree in Science and/or Communications or related field.

Experience:

A minimum of 5 years' experience in a similar role.

Principal accountabilities:

1. Manage and deliver AWRI's Wine Australia-funded communications project, ensuring all milestones are met on time and to a high standard. This includes establishment and delivery of an agreed annual schedule of communications.
2. Maintain a productive and positive working relationship with Wine Australia extension and communications staff.
3. Manage and deliver other AWRI communications, including working with the Communications and Design coordinator to develop content for AWRI's social media calendar and approve AWRI social media posts.
4. Coordinate, collate and edit reports to the AWRI Board and third-party agencies (including Wine Australia), where appropriate.
5. Edit and manage the production of the AWRI's *eNews* to ensure it meets its information dissemination objectives and timely distribution.
6. Edit all articles prepared by AWRI staff destined for publication in non-peer-reviewed media, submit the articles to the publication and manage the proofing process.
7. Edit and approve all content to be included within the AWRI's website.
8. Edit and approve for circulation all *eBulletins* distributed by the AWRI.
9. Edit and manage the production of the AWRI's Annual Report ensuring completion and distribution of the printed report, and accessibility via the AWRI website, in a timely manner.
10. Prepare the AWRI's annual supplement of its highlights of the year for publication in the *Australian and New Zealand Grapegrower and Winemaker*.

11. Prepare and distribute press releases as required.
12. Manage all journalist enquiries to the AWRI to ensure these are responded to in a manner which supports the brands of both the AWRI and the Australian wine industry.
13. In conjunction with the Marketing Manager, ensure production to a highly professional level of electronic and printed communications including AWRI advertisements, corporate publications and branded items.
14. Ensure satisfactory maintenance and development of AWRI's communications-related policies.
15. Contribute to AWRI strategic planning activities and collation of strategic documents, where appropriate.
16. Oversee AWRI's internal communications including the staff seminar program and communications from the Executive Management Group to staff.
17. Undertake other duties as directed by the Managing Director.
18. Accept that all intellectual property, patents and discovery arising during the course of employment at the AWRI remains the property of the AWRI.
19. Promote the general wellbeing of the AWRI by ensuring that all contact with clients, staff or the public is performed in a professional and confidential manner.

Person specification:

1. Superior editing and writing skills, with the ability to present complex scientific material in simple and clear language.
2. Practical understanding of and experience in scientific or engineering research.
3. Ability to meet deadlines with high quality work output.
4. Experience in internal and external communications.
5. Skills in brand management.
6. Experience in developing media releases and liaising with journalists.
7. Ability to work and communicate successfully within a multi-disciplinary environment and across research and industry groups.
8. Ability to maintain effective working relationships and contribute positively in a team environment.

Workplace Health and Safety responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.
4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.

5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.

Managers/Team Leaders are responsible for the implementation of WHS in their area of control, including to:

1. Support, encourage and enforce the application of WHS by their employees.
2. Ensure that all relevant WHS policies, procedures and systems are implemented.
3. Ensure that all hazards are identified and controlled as far as is reasonably practicable, and that the control measures are monitored and reviewed.
4. Provide employees and students with adequate information, instruction, training and supervision to maintain their health, safety and welfare.
5. Ensure employees are consulted regarding changes to the workplace or work practices that may affect their health, safety or welfare.