



MTP Connect

MedTech and Pharma Growth Centre

Manager Communications and Events

Reports to: Director Media and Communications
Direct reports: N/A
Type: Full-time, fixed term until 30 June 2022
(renewable upon confirmation of continued funding)
Location: Flexible (Melbourne preferred)



Australian Government
Department of Industry,
Innovation and Science

**Industry
Growth
Centres**

ABOUT MTPCONNECT

MTPConnect was formed as a not-for-profit organisation in November 2015 as part of the Australian Government's Industry Growth Centres Initiative to accelerate the growth of the medical technology, biotechnology and pharmaceutical (MTP) sector.

MTPConnect is working to forge stronger connections between research and industry, maximising opportunities for Australians to not only make scientific and technological breakthroughs to improve the health of Australians, but to see them developed through the proof-of-concept stage and successfully translated and commercialised.

MTPConnect achieves these outcomes by improving collaboration, providing and facilitating funding, developing skills, informing policy and promoting regulatory reform. Through the Growth Centre Project Fund, MTPConnect has committed \$15.6 million across 36 MTP sector projects. It also operates four Medical Research Future Fund (MRFF) programs worth \$146 million.

The MTPConnect Head Office is in Melbourne, with hubs in Queensland, NSW and Western Australia.

ROLE OVERVIEW

The Manager Communications and Events works across all of MTPConnect's activities and reports to the Director Media and Communications. The role would suit an experienced professional with well-rounded skills in corporate communications, journalism, marketing, public relations, digital and social media, podcast production, event management and at least seven years' experience in a similar role.

You will have a flair for writing, with demonstrated experience in creating relevant and engaging content and strong attention to detail. You will also have a strong understanding of, and passion for, the digital landscape, including social media and content strategy, website management, podcast production and delivery of high-quality webinars and online activities. Experience in the MTP sector would be well regarded.

KEY DUTIES AND RESPONSIBILITIES

In addition to the above, the Manager Communications and Events will:

- Increase awareness of MTPConnect, MTPConnect-supported projects and initiatives and priority MTP sector issues
- Work to position MTPConnect as a trusted, independent voice for the MTP sector
- Oversee content creation and publication across digital platforms (i.e. news articles, case studies, blogs, newsletters and EDMs)
- Deliver engaging editorial and visual content for social media channels, managing Twitter and LinkedIn accounts
- Management of the corporate website, including daily content management
- Assist with podcast production and promotion
- Coordinate and deliver communication support (i.e. marketing material, presentations) for events including webinars and online activities
- Support sponsorship activities through provision of collateral, presentations
- Work with relevant MTPConnect staff and programs developing communications to amplify MTPConnect's funded research programs
- Manage media monitoring and metrics analysis of communication activities including social media for reporting purposes

- Engage with external suppliers (e.g. designers, photographers, printers, signage)
- Other duties as required from time to time
- Local and interstate travel may be involved

PERSONAL ATTRIBUTES

The Manager Communications and Events will contribute to achieving MTPConnect's vision by:

- Acting with integrity and professional discretion
- Communicating effectively
- Maintaining strong focus on delivering business results
- Working well with others to deliver team outcomes
- Setting high standards

REQUIRED SKILLS AND KNOWLEDGE

- Relevant communications experience and/or qualifications
- Demonstrated high-level written and verbal communication, and presentation skills
- Experience managing a corporate website, from layout to content management
- Experience in podcast production and promotion (desirable)
- Managing multiple social media accounts - Twitter and LinkedIn - to drive engagement
- Proven history of event management and execution, including preparation of event materials (i.e. power point presentations, speeches)
- Experience managing partnerships/sponsorships with external partners or contractors
- Ability to communicate effectively and positively with a variety of internal and external stakeholders at different levels of seniority
- High-level time management and organisational skills, including the ability to work well under pressure with competing priorities
- Ability to approach issues or challenges in an innovative and strategic way
- Experience with Microsoft Office particularly Powerpoint, Adobe Photoshop and Audition, Campaign Monitor, Twitter, LinkedIn, Hootsuite, Buzzsprout (desirable)
- An understanding of the MTP sector, medical research, science, and health (desirable)

QUALIFICATIONS

- Tertiary qualifications preferred - undergraduate and/or postgraduate in journalism, marketing & public relations or science, health and medical communications.



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CONTACT US FOR FURTHER INFORMATION

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Further information about the Industry Growth Centres Initiative
is available at www.business.gov.au/industrygrowthcentres