

JOB DESCRIPTION

Position Title	Development Communications Officer	Level	B
Reports to (role)	Development Manager		
Team	Communications and Development		
Location	Telethon Kids Institute, Northern Entrance, Perth Children's Hospital		

PURPOSE OF POSITION

Provide a brief description of the general nature of the position; an overview of why the job exists; and what the job is to accomplish.

As our Development Communications Officer you will be responsible for creating diverse, engaging and high quality content that aligns with the strategic goals of the Telethon Kids Institute and supports the initiatives of the Development team. This includes producing polished content for a variety of fundraising materials, programs, and campaigns that can be utilised across a range of platforms including print, website, video and social media channels, as well as creating content to support applications for philanthropic support.

The Development Communications Officer works closely with other members of the Communications and Development team to ensure that content is maximised and amplified.

This position is available at 0.6 FTE.

KEY RESPONSIBILITIES

A maximum of 5 primary responsibilities for the position

List in order of importance

Workplace Safety is mandatory for all Job Descriptions

Key Responsibilities	Tasks required to achieve Key Responsibilities	Measures
Planning and Coordination 15%	<ul style="list-style-type: none"> • Work with Development Manager and Content Manager to identify and maximise content for donor audiences across a range of channels. • Develop monthly plans to ensure good donor-specific content across the Institute's various channels. • Provide editorial and channel advice to ensure content is used in the best way possible. • Proactively identify ad hoc opportunities as they arise and work with the Comms and Development team leaders to ensure written materials are produced in a timely manner. 	There is an efficient and coordinated approach to creating content plans to deliver Development Communications.
Content creation 75%	<p>The Development Communications Officer captures researcher, donor, family, and community stories to create engaging and appealing content to complement all facets of the Institute's expanding fundraising program. Communications pieces will be promoted across print, website, video and social media channels.</p> <p>Specifically, the Development Communications Officer s prepares written content for:</p> <ul style="list-style-type: none"> • Donor focused publications, reports, and newsletters • Supporting the efforts of major community fundraising partners • Key new fundraising initiatives to support established and emerging centres of research • Applications for philanthropic support • Acquittal and stewardship reports for key major donors • Fundraising appeals • Brochures and other hard copy takeaway pieces 	<p>High-quality content is produced and used across a range of channels.</p> <p>Communications with donors and stakeholders continues to increase in quality and quantity.</p> <p>All aspects of the Development program are supported with first-rate communications.</p>

Other duties 10%	To work in support of the remits of other members of the Communications and Development teams as required	Provides input to ensure that Development Communications support the Institute's strategic goals.
Workplace Safety	<ul style="list-style-type: none"> • Take reasonable care for your own safety and health and avoid harming the safety and health of others through any act or omission at work. • Identify and assess workplace hazards and apply hazard controls. • Report every workplace injury, illness or near miss, no matter how insignificant they seem. • Abide by Telethon Kids Institute policies and procedures. 	<ul style="list-style-type: none"> • Responsibilities are embedded in work practices. • Hazards are effectively managed or reported. • Accidents and incidents are reported in a timely manner. • All applicable safety policies and procedures are sought, understood and implemented.

ESSENTIAL CRITERIA

Qualifications: <i>(what are the minimum educational, technical or professional qualifications required to perform the role)</i>	Relevant tertiary qualification and experience in journalism, marketing, fundraising, or communication fields.
Essential Skills, Knowledge & Experience:	<ul style="list-style-type: none"> • Demonstrated understanding of/or experience with research/health/non-profit organisations • Minimum of 5 years' demonstrated experience in a journalism, marketing, development, or communications role • Excellent and creative written and verbal skills with strong attention to detail and editing skills • Ability to write clearly, logically and persuasively • Ability to create a compelling case for support • Demonstrated grant and proposal writing skills • Highly developed digital literacy (understanding of various platforms including word processing, social media, content management systems) • Demonstrated experience in developing and implementing communications strategies • Strong project management skills (prioritisation, organisation) • A genuine interest in science and health research and how it impacts on children and families • Strong interpersonal skills (ability to liaise, report and coordinate across various levels of the organisation as required) • Ability to work independently and set priorities • Ability to work as part of a team and independently

	<ul style="list-style-type: none"> • Ability to work to a deadline and set priorities • A passion for telling a good story
DIRECT REPORTS <i>List by job title any positions to be supervised by this role</i>	0

Approved by:	
Date approved:	<i>Date upon which the job description was approved</i>
Reviewed by P&C:	<i>Date when the job description was last reviewed by People & Culture</i>