

Job Description



Position Title	Communications Specialist	Level	B
Reports to (role)	Head, Healing Kids, Healing Families	Career Stream	Professional
Team	Healing Kids, Healing Families		
Location	The Kids Research Institute Australia, Perth Children's Hospital, 15 Hospital Ave, Nedlands		

PURPOSE OF POSITION

The Embrace Communications Specialist is responsible for leading communications, promotion, and stakeholder engagement for Embrace at The Kids Research Institute Australia (The Kids) including its research, initiatives and partnerships.

Working closely with the Co-Directors of Embrace, the Program Manager and the Central Communications team at The Kids, the role identifies opportunities to communicate research findings, demonstrate impact, strengthen stakeholder relationships, and support the successful delivery of research projects, community events and strategic initiatives.

The role plays a key part in positioning Embrace as Western Australia's first research collaboration dedicated to infant, child and youth mental health, promoting community-led research priorities, showcasing research impact, and strengthening engagement with community members, service providers, researchers, funding partners and the broader public.

KEY RESPONSIBILITIES

Key Responsibilities	Tasks required to achieve Key Responsibilities	Measures
Strategy Development	- Develop and manage the implementation of an annual communication strategy to promote the work of Embrace, in partnership with Embrace's Principal Partners. - Ensure all key partners are consulted and included in all communications. - Develop, implement and evaluate communication and stakeholder engagement strategies that support Embrace's strategic priorities, Theory of Change, partnership commitments and research impact objectives.	- Feedback from key stakeholders. - Quality of delivery. - Timeliness of delivery. - Successful delivery on all annual Embrace communications plans.

	- Identify critical activities, processes and timelines for successful communications, engagement and advocacy. - Prepare appropriate award nomination applications for Embrace researchers at state and national level. - Monitor, analyse and report on website, media, social media, and stakeholder engagement performance and use insights to continuously improve communications effectiveness and demonstrate impact.	
Marketing and Branding	- Work with The Kids Marketing team to ensure alignment of branding across all communications and promotional material. - Ensure appropriate acknowledgement of funding partners and compliance with agreed communications protocols, branding requirements and approval processes. - Liaise with Embrace community partners to continue to build close relationships and a strong profile around the work of Embrace.	Formal and informal feedback from internal and external stakeholders.
Communications	- Develop and maintain an ongoing internal and external communications plan for Embrace across a range of mediums including (but not limited to) electronic newsletters, website content, media releases, presentations, stakeholder and community reports, policy briefs, resources and social media content. - Work closely with the Embrace Co-directors, Program Manager and Embrace team and the Central Communications Team, to create engaging content for a range of internal and external channels. - Support the promotion of staff achievements, research milestones, awards and sector leadership opportunities. - Coordinate and promote Embrace community events, webinars, forums and public engagement activities. - Create the required documents to support Embrace researchers in communicating and translating key research and information. - Work closely with the Central Communications team to manage and coordinate media opportunities including drafting of media releases and media events.	- Formal and informal feedback from internal stakeholders. - Clear, consistent and quality communications that adhere to brand and style guidelines of the Institute. - Increase in website and social media metrics. - Ensure consistency of messaging and ensure content is up to date.

	• Prepare and train researchers for effective engagement with the media. • Develop corporate documents to support governance, stakeholder communication, and advocacy activities that influence policy and practice. • Manage the Embrace subsite on The Kids external website. • Develop multimedia materials including videos and infographics, in collaboration with The Kids Communications team. • Attend Communications team meetings to represent Embrace and ensure all communications align with the Institute's wider communications strategy. • Organise photo shoots and videography to maintain an up-to-date range of promotional imagery and stock footage. • Support researchers to develop and implement participant recruitment communications for research studies.	
Stakeholder Engagement	• Work with Embrace researchers and award/grant recipients to ensure effective engagement activities (such as events and newsletters) for key stakeholders, partners and community. • Develop a stakeholder engagement plan to maintain and advance excellent relationships with Embrace partners and ensure appropriate scheduling of stakeholder communications and managing events/activities. • Work collaboratively with external groups in the appropriate sectors to build and maintain strong working relationships. • Evaluate stakeholder engagement and communication activities and report on outcomes, reach and impact.	• Increased positive publicity for Embrace. • Productive and positive professional relationships with internal and external stakeholders.
Workplace Safety	• 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 Institute policies and procedures.	• 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:	Degree in Communications, public relations, journalism or related discipline.
Essential Skills, Knowledge & Experience:	• Demonstrated experience in a communications /public relations capacity, preferably in a healthcare, research, or not-for-profit environment. • Experience in developing and implementing strategic communication strategies and plans including the ability to understand audience requirements and develop targeted and appropriate communication plans to meet organisational/team objectives. • Outstanding written and verbal communication skills with strong attention to detail and ability to translate technical concepts or research findings into appropriate language. • Highly developed interpersonal skills, including demonstrated ability to network, build relationships and work collaboratively with key internal and external stakeholders. • Digital experience across websites and content management systems and strong working knowledge/use of social media platforms. • Experience coordinating and managing events. • Excellent organisational skills, with flexibility and ability to set priorities and meet deadlines under pressure.
Desirable Skills, Knowledge & Experience:	• Knowledge and understanding of Aboriginal culture and the ability to work effectively with Aboriginal and culturally diverse populations. • Experience with filming interviews and using Adobe Premiere Pro for video editing. • Graphics design expertise.

DIRECT REPORTS	0
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Approved by:	Head, Healing Kids, Healing Families
Date approved:	15.10.26
Reviewed by P&C:	26.10.26