Job Description

Position Title	Communications Specialist	**Level**	B
Reports to (role)	Senior Program Manager, Cancer Centre	**Career Stream**	Professional
Team	WA Comprehensive Kids Cancer Centre		
Location	The Kids Research Institute Australia and Perth Children's Hospital, 15 Hospital Ave, Nedlands		

PURPOSE OF POSITION

Established in January 2026, the WA Comprehensive Kids Cancer Centre envisions a future where all kids with cancer survive and thrive, through a collaboration integrating the clinical excellence delivered at Perth Children's Hospital and the research expertise of The Kids Research Institute Australia and The University of Western Australia.

The Communications Specialist will lead the strategic communications, stakeholder engagement and reputation-building activities for the WA Comprehensive Kids Cancer Centre (Centre). The role is responsible for positioning the Centre as a national and international leader in integrated childhood cancer research and clinical care through communications, stakeholder engagement and advocacy across research, clinical, and community settings.

The Communications Specialist will shape and lead the Centre's communications and engagement approach, partnering with the Centre's Communications Working Group, researchers, clinicians, funders, families and community stakeholders to advance the Centre's strategic priorities, strengthen its profile and influence, and support its vision.

The Communications Specialist will be an equally shared position with the Child and Adolescent Health Service, where they will hold an Honorary appointment. They will work across key partners for the benefit of the Centre, with a critical aspect of the role being liaison with the Centre's partners to ensure communications are aligned.

Key Responsibilities	Tasks required to achieve Key Responsibilities	Measures
Communications Strategy	• Finalise and implement a comprehensive communications and engagement strategy to promote the Centre and strengthen awareness and profile of the Centre locally, nationally and internationally. • Ensure all key partners are consulted and included in all Centre communications. • Identify and plan for critical activities, processes and timelines for successful communications, engagement, and advocacy. • Monitor and evaluate communications performance outcomes. • Provide strategic communications advice to Centre leadership.	• Delivery of communication strategy within agreed timeframes. • Feedback from internal and external stakeholders. • Social media / website analytics. • Consistent and accurate branding. • Increased recognition. • Quality and timeliness of delivery.
Communications	• Develop and maintain an ongoing internal and external communications plan for the Centre and implement it across a range of mediums including (but not limited to) website, social media, reports and newsletters, brochures, publications, PowerPoint presentations, videos, emails etc. • Maintain a communications schedule, ensuring key milestones, decisions and outcomes are communicated in a timely manner. • Maintain the Centre's branding, brand assets, imagery, and guidelines and coordinate usage across partners. • Lead the Centre's digital presence, including website content, social media and digital engagement activities. • Maintain an up-to-date range of promotional imagery and stock footage. • Partner with the Centre team members to communicate their work effectively through varied forums such as website articles, social media, media, and events. • Lead media opportunities including drafting of media releases and coordinating media spokespeople and media events, in collaboration with The Kids, CAHS, and other key partner media teams. • Develop communication materials that support fundraising, philanthropy and donor stewardship activities. • Provide communication coaching, including building capability within the team to communicate research impact.	• Delivery of communication plans within agreed timeframes. • Feedback from members of the Centre, central Communications team and partners. • Feedback from external stakeholders. • Growth in website traffic and engagement metrics. • Consistency of up-to-date messaging and branding. • Successful delivery of major Centre communication campaigns.
Stakeholder Engagement	• Manage complex internal and external stakeholder relationships across research, clinical and partner organisations. • Coordinate the Centre's Communications Working Group, aligning communications	• Stakeholder satisfaction. • Feedback from internal and external

	priorities, messaging and activities across partner organisations. • Support engagement with funders, donors, and strategic partners. • Deliver effective engagement activities (such as events, newsletters, updates) for key stakeholders particularly funders, donors and collaborators. • Develop and manage a stakeholder engagement plan to maintain and advance excellent relationships with major funders.	stakeholders. • Timely and quality delivery of activities.
Community and Consumer Engagement	• Ensure community, children and family priorities are reflected in communications activities. • Support co-design and meaningful engagement with community. • Develop initiatives that build trust and awareness in the community.	• Community feedback.
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 a related field, or equivalent demonstrated experience.
Essential Skills, Knowledge & Experience:	• Demonstrated experience developing and implementing strategic communications and stakeholder engagement strategies and plans, preferably in a health, medical research, science or not-for-profit environment. • Demonstrated ability to communicate complex scientific, clinical and technical information to engage diverse audiences. • Demonstrated ability to understand audience requirements and develop targeted and appropriate communication plans to meet Centre objectives. • Highly developed stakeholder relations skills influencing senior leaders and stakeholders across complex internal and external environments. • Highly developed business partnering skills with demonstrated ability to develop and maintain personal and corporate

	relationships with internal and external stakeholders, as well as network and negotiate as required. • Excellent interpersonal, active listening, written and verbal communication skills. • Strong and accurate attention to detail. • Ability to work responsibly and appropriately with highly confidential information. • Demonstrated experience managing competing priorities across complex stakeholder environments. • Ability to work independently and as part of a team.
Desirable Skills, Knowledge & Experience	• Degree in Science Communication, or equivalent demonstrated experience in science, health or research communications. • Demonstrated experience delivering communications in multi-partner or matrix organisations. • Experience using Adobe InDesign for asset development. • Experience with filming interviews and using Adobe Premiere Pro for video editing. • Experience developing collateral for fundraising.

DIRECT REPORTS	0

Approved by:	Senior Program Manager
Date approved:	*04.11.26*
Reviewed by P&C:	*04.11.26*