

A more equitable world through better health.



POSITION DETAILS

TITLE	Journalist (Multimedia)
CLASSIFICATION	Level 7.5 - \$103,653 per annum + super + salary packaging
LOCATION	85 Commercial Road, Melbourne 3004 / Work From Home
REPORTS TO	Manager, Media, and Multimedia
DIRECT REPORTS	Nil
LAST UPDATED	June 23

POSITION SNAPSHOT

Working as an in-house journalist at Burnet Institute (Burnet), the purpose of the position is to develop the organisations narrative, support its image in the community and advance Burnet's strategic priorities through creation, development, and production of high-quality editorial content for Burnet's key communication channels (e.g. website and social media platforms), as well as media outlets. Reporting to, and supported by, the Manager, Media & Multimedia, the position will advance Burnet's 2030 strategy for greater impact in a changing world through accurate, engaging, and compelling storytelling drawing on Burnet Institute's research, advocacy, and media communication activities. In doing so, the journalist will amplify Burnet's vision, purpose and work through creation, production and publishing of long-form, short-form, and multimedia content for various platforms.

In the context of Burnet Institute's marketing and communication environment, the journalist's primary responsibilities are to support major external marketing and communication campaigns; create, publish, and monitor content (e.g. on Burnet's website and social media channels) using open-source and proprietary content-management systems as appropriate; and ensure accuracy, consistency and a high standard of quality and execution across all content. Other responsibilities of the role include providing support to the Manager, Media, and Multimedia in responding to media opportunities, liaison, and outreach (including occasional out-of-hours work where required); and providing input and support on videography, video-editing and stills photography to develop new multimedia projects for the promotion of Burnet Institute's research.

Working collaboratively as a member of the marketing and communication team, the journalist is responsible for contributing effectively to the development and delivery of Burnet's communication strategy, with a particular focus on supporting its flagship research and development programs to reach new and existing audiences, increase awareness, and generate engagement and support for Burnet Institute and our work.

KEY RESPONSIBILITY AREAS

1. Digital Content Creation	<ul style="list-style-type: none">• Generate accurate, informative, and engaging content from the full range of Burnet's research programs, advocacy and media activities for Burnet's publications, website, and Intranet via the custom CMS in collaboration with the Manager, Media & Multimedia, colleagues in marketing and communication, and internal stakeholders.• Includes the timely sourcing and writing of news stories, features, editorial content, and media releases; conducting and editing interviews; and promoting Burnet's work for the purpose of audience, stakeholder and supporter engagement, knowledge sharing with the public, and events in which Burnet is involved.• Liaise with internal stakeholders and external collaborators in sourcing additional project information, as well as producing content for the purpose of donor engagement, generating philanthropic support and promotion of fundraising appeals.
2. Social Media Content Creation	<ul style="list-style-type: none">• Create and publish multimedia content across our social media platforms, as directed.• Identify and develop new opportunities for audience reach and development of social media strategies.
3. Multimedia support	Support the Manager, Media & Multimedia with in-house stills photography as required, and the development and creation of multimedia packages (including videography and video editing) to promote Burnet's research and development work.

4. Media management support	Support the Manager, Media & Multimedia with communication activities including media liaison, media relations and events, the development of media strategies and policies, and media training and guidance for Burnet staff and students.
5. Administration	As required.
6. Training	Responsible for completing all required training in line with the position / role.

KEY SELECTION CRITERIA

QUALIFICATIONS / EXPERIENCE / KNOWLEDGE / ATTRIBUTES		
1.	Tertiary qualifications in journalism, media, communication, or related field	Essential
2.	Proven track record in journalism, multimedia, and social media content creation	Essential
3.	Proven ability to work collaboratively and effectively as a member of a professional communication team	Essential
4.	Professionalism in writing, editing, storytelling and visual communication including a strong news sense	Essential
5.	Experience working in a newsroom or similar journalistic environment, with an ability to respond effectively to changing tasks and deadlines subject to editorial direction	Preferred
6.	Proven track record of delivering effective professional communications across multiple platforms to deadline	Essential
7.	Proficiency in social media content curation and photography, and competencies with MS Office and Adobe Creative Suite, including Photoshop and Premiere Rush	Essential
8.	Proven ability to work as part of a team and communicate effectively with team members	Essential
9.	Ability to liaise broadly across all levels of the organisation and communicate with key stakeholders, as required	Essential
10.	Availability to work five days a week, from home if necessary due to COVID-19 health directions, including occasional out-of-hours on-call work	Essential
11.	Ability to multitask and perform under tight deadlines, to work independently when needed, and a 'can do' attitude	Essential
12.	Proven ability to take direction and learn new skills	Essential

About Burnet Institute

Vision

A more equitable world through better health.

Purpose

Create and translate knowledge into better health so no-one is left behind.

Values

Respect, Equality, Inclusiveness, Diversity.

Who we are

Burnet Institute is an Australian-based medical research and public health institute and international non-government organisation that is working towards a more equitable world through better health.

What we do

We are committed to creating and translating knowledge into better health so no-one is left behind. We do this through engaging with and understanding the needs of a broad range of communities and stakeholders to develop laboratory-based and social research programs, policies and products that deliver better health outcomes.

Where we work



Priority countries:

Australia | Papua New Guinea | Myanmar

We also support and contribute to research and public health programs in other Asian, Pacific and African countries.

Australian Institute for Infectious Disease (AIID)

Bringing together Burnet Institute, The University of Melbourne, and the Doherty Institute with funding from the Victorian Government, the AIID is a visionary initiative designed to protect Australia and the region against infectious disease and future pandemics. As part of this exciting collaboration, a newly established state-of-the-art facility will be the new home of Burnet.



OCCUPATIONAL HEALTH AND SAFETY

The Burnet has a commitment to providing a safe and healthy workplace in accordance with the Occupational Health and Safety Act 2004. All staff are obliged to take all reasonable care to ensure that their actions do not place themselves or others at risk.

OTHER REQUIREMENTS

Evidence of full vaccination against Covid-19 will be required. The Burnet Institute is a child safe organisation. The incumbent of this position will be required to undergo a Police Check and possibly a Working with Children Check as a condition of employment. The types of contact with children can be viewed [here](#). This position involves the following contact with children (any individual aged under 18 years):

CONTACT TYPE

Indirect Contact With Children

ENQUIRIES

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