

Position Description

Communications Manager National Team – Leadership Role

Pint of Science Australia is run entirely by volunteers. All roles in the organisation are unpaid.

Purpose of the Role

The Communications Manager is responsible for managing digital communications to the public, for the purpose of increasing engagement with Pint of Science Australia and its science engagement activities. This includes contributing to the communications strategy for the annual festival and off-season activities, supporting the management of internal communications, and the Pint AU brand.

This role plays a crucial part in building the Australian public's appreciation for science by increasing their engagement with Pint AU's science activities.

Position in the Organisation

With guidance from the Director of Media and Communications, the Communications Manager collaborates with the Leadership Team, wider national team and external stakeholders, to drive public engagement with Pint of Science Australia.

Their direct reports include the Communications Officers.

The Communications Manager is expected to attend fortnightly meetings with the Director of Media and Communications, and regular update meetings with their direct reports. As a member of the Leadership Team, the Communications Manager is also invited to attend fortnightly Leadership meetings, and may, on occasion, deputise for the Director of Media and Communications.

Key Responsibilities

- Contribute to the development, and manage the implementation of a communications strategy for Pint AU's science engagement activities, during the annual festival and the off-peak season. This includes:
 - Supporting creation and approval of communications and content, including templates for digital and traditional media channels,
 - Collaborating with internal and external stakeholders, including universities, to amplify Pint AU's audience and awareness,
 - Coordinating promotional efforts across digital and traditional channels,
 - Providing direction to Communications Officer(s) to manage social media accounts, including moderation of mentions or links from external sources, to ensure they align with Pint AU's brand.
 - Supporting updates to Pint AU's branded content internally and externally, including official documentation, social media channels, web, and email,

- Monitor and report on the reach and impact of digital communications in driving the public’s interest, appreciation and engagement with Pint AU’s activities.
- Build and maintain a supportive, inclusive, respectful, and collaborative team culture, through clear communication, integrity, and accountability, by developing and fostering the leadership capabilities of team members.

Expected Time Commitment

4 – 8 hours per week, with an increase in workload closer to the festival and major milestones up to 6 – 10 hours per week.

Term

This position is being filled for one Pint of Science Australia season (July of the current year, until end of June the following year). This term may be extended upon mutual agreement between the incumbent and their supervisor.

Key Selection Criteria

Essential
<ul style="list-style-type: none"> ▪ Highly effective written and verbal communication skills, including strong attention to detail. ▪ Demonstrated ability to work effectively with a range of internal stakeholders to accurately represent the views of Pint AU. ▪ An understanding of digital tools, content creation or copywriting. ▪ At least one of supervision or project management experience. ▪ Passion for promoting science engagement and advancing the organisation's mission.
Desired
<ul style="list-style-type: none"> ▪ Experience with digital design tools, such as Canva or Adobe Suite. ▪ Experience in a previous communication, marketing or media role. ▪ Experience with SEO and marketing analytics.

Application Process

If you feel you meet the requirements of the role, please apply by sending your resume and a cover letter addressing the key selection criteria to:

Talita Raglus

Director of Media and Communications

communications@pintofscience.com.au

