



creating
possible

Position Description

Position Title:	Communications Manager
Salary Range:	MCRI Professional & Administrative Salaries – Level 8 Step 3 – Step 5
Reporting Manager:	Group Leader
Direct Reports:	0
Home Group:	Population Allergy

Who are we?

The Murdoch Children's Research Institute (MCRI) is home to significant scientific discoveries. We believe there is an answer, a cure or a better treatment for every childhood condition — and we're determined to find it.

We are a diverse team of world-leading researchers, doctors, engineers, and hardworking professionals in operational and scientific services from all corners of the world with one shared goal — to transform child health worldwide.

Our strength lies in our partnership and co-location with The Royal Children's Hospital and the University of Melbourne — the Melbourne Children's Campus. This partnership model amplifies opportunities to quickly translate research into clinical care.

MCRI includes a wholly owned subsidiary, the Victorian Clinical Genetics Services (VCGS), a private not-for profit organisation. VCGS is a specialist childhood, prenatal and adult genetics service. VCGS provides an integrated genetic consultation, counselling, testing and diagnostic support service to children, adults, families and prospective parents.

Together, we share a powerful vision:

Our purpose:

We want all children to have the opportunity to live a healthy and fulfilled life.

Our 2025-2030 Strategy:

Towards Precision Child Health

We exist for a **purpose**, to give all children an opportunity to live a healthy and fulfilled life.

We **value** individuals with the determination to solve complex problems, who thrive on collaboration, and who embody honesty, respect, and accountability.

Our **goals** centre around an inclusive environment in which our people can undertake bold research that can be scaled for impact through strategic partnerships.

We **operate** in a collaborative environment, tackling problems in teams, across disciplines and across boundaries.

Our research generates evidence underpinning changes that **impact** the lives of children in our hospitals, in our communities, and across the globe.

What is it like to work for us?

We are dedicated to ensuring a positive working environment that values all backgrounds and experiences. We cultivate an inclusive culture that is underpinned by equal opportunity for all and a culture based on respect, consideration, and dignity. We invest in developing our People and fostering an environment where learning and development is central to our staff reaching their full potential.

The Institute is also committed to the safety of children and young people and takes a zero-tolerance approach to all forms of child abuse, exploitation, and harm. The Institute prioritises child safety in our decision-making at all levels of the Institute and supports our employees to understand and enact their safeguarding responsibilities.

About MCRI's Population Allergy Group

The Population Allergy Group drives world leading research to better predict, prevent, treat – and ultimately cure - allergic disease. The program drives world-leading clinical trials, population health studies, laboratory discoveries and hosts national programs – the National Allergy Centre of Excellence (NACE) and Centre for Food Allergy Research (CFAR). Since 2007, MCRI has recruited more than 25,600 participants, across 30 projects, that investigate 12 different allergens impacting children and adults. mcri.edu.au/population-allergy

About the National Allergy Centre of Excellence (NACE)

The National Allergy Centre of Excellence (NACE), hosted at Murdoch Children's Research Institute (MCRI), is Australia's peak allergy research body. Backed by a national network of 500 experts in drug, food, insect, and respiratory allergies, it is recognised as a European Academy of Allergy and Clinical Immunology (EAACI) Advanced Research Centre. The NACE builds critical national research infrastructure and collaboration that transforms consumer-centred allergy care. nace.org.au

About the Centre for Food Allergy Research (CFAR)

The Centre for Food Allergy Research (CFAR), hosted at Murdoch Children's Research Institute (MCRI), is an Australia-wide collaboration of food allergy experts. Funded by the National Health and Medical Research Council (NHMRC) since 2013, it's work aims to prevent, treat and manage food allergies, promote the rapid translation of outcomes into clinical practice, and expand the research workforce through training and mentorship. CFAR is recognised as a World Allergy Organization Centre of Excellence. cfar.org.au

Position Overview

As Communications Manager (CM) for Population Allergy, NACE and CFAR, you will lead the development and ownership of an integrated communications strategy across internal and external audiences — and provide strategic communications counsel to senior leadership.

This is a senior leadership role with responsibility for shaping how NACE and CFAR are positioned nationally and internationally — across the research community, government, health industry, and philanthropic partners.

You will work in close partnership with the Population Allergy Group Leader and Team Leaders, NACE and CFAR Program Managers, and MCRI's Government Relations, Communications and Media team as your primary working relationships. You will also engage with key external stakeholders including the NACE Strategic Council, National Allergy Council, Australasian Society of Clinical Immunology and Allergy (ASCIA) and Allergy & Anaphylaxis Australia, and collaborate with MCRI's Brand and Marketing and Engagement and Philanthropy teams.

You will bring deep experience in health and medical research communications to lead government engagement, drive the NACE Strategic Plan narrative, and develop communications that support fundraising and grant opportunities

This is a rare opportunity for a senior communications leader to shape the national narrative on allergy research and drive meaningful impact across research, policy, and community audiences.

Key Accountabilities

- Lead the development and ownership of an integrated communications strategy for Population Allergy, NACE and CFAR, aligning activity to organisational priorities and audience needs across the research, government, health industry, and philanthropy
- Lead finalisation of the NACE Strategic Plan, including supporting communications materials articulating NACE's strategic priorities, impact, and vision
- Provide strategic communications counsel to the NACE Director, Group Leaders and Program Managers
- In partnership with the NACE Program Manager, develop and lead a government engagement communications strategy, building NACE and CFAR profile with Commonwealth and state government stakeholders through events, briefings, submissions and correspondence
- Identify and develop communications materials supporting fundraising, philanthropy, and grant opportunities in collaboration with MCRI's Engagement and Philanthropy team
- Develop and manage an omni-platform content calendar ensuring communications represent drug, food, insect and respiratory allergy fields, and provide strategic direction and quality oversight of content developed by the Project Officer and other content contributors
- Develop and/or commission, review and approve high-quality communications materials including promotional collateral, research participant communications, impact reports, presentations and speeches — ensuring brand and editorial alignment

-
- Lead media engagement including inquiry responses, subject matter expert coordination and strategic media announcements with MCRI's Communications and Media team
 - Oversee NACE and CFAR digital presence across websites, directories, eNewsletters, and social media channels (X and LinkedIn), driving continuous audience growth and engagement
 - Actively source stories and achievements from across NACE, CFAR and Population Allergy to surface communications opportunities
 - Prepare high profile scientific and operational presentations for internal and external audiences
 - Manage competing priorities and stakeholder expectations across communications project delivery
 - Engage in campus culture, professional development, and internal/external conferences and seminars; support gender equity, diversity, inclusion and wellbeing efforts
 - Adhere to MCRI policy on Intellectual Property/Material Transfer Agreements/Contracts/Clinical and Public Health Outcomes
 - Support campus efforts related to gender equity, diversity, inclusion and wellbeing through participation, active learning and/or role modelling our values
-

Selection Criteria

Essential

- Relevant Tertiary Qualifications in at least one area of communications, media, marketing or public relations
- Experience (8+ years) in communications, media, marketing, public relations or other related field
- Proven success leading communications across a large, diverse and complex program
- Track record of owning and delivering a communications strategy with measurable outcomes
- Demonstrated experience contributing to or advising on organisational strategy, including narrative framing and stakeholder positioning
- Expertise in developing government engagement strategies or managing government/ministerial relations in a health, research or not-for-profit context
- Experience developing communications materials in support of fundraising, philanthropy or grant applications
- Experience providing strategic direction and quality oversight to other communications professionals or content producers
- Strong team player able to demonstrate emotional intelligence and sound judgement
- Ability to exercise initiative with discretion and apply risk management controls
- Juggling competing demands and priorities, often under pressure
- Strong written and verbal communication skills
- Outstanding project management skills
- Social media and online media experience
- Ability to work with senior leaders and influence outcomes
- Background in Science/health/medical research/academic environment/government (B2B and B2C)
- Self-lead and able to work with agility, maturity and resilience
- Familiar with Canva and/or Adobe Creative Cloud, Campaign Monitor, Office 365, web content management systems

Desirable

- Experience in collaborating with researchers and clinicians to build trusted relationships
 - Background in health journalism or copywriting
 - Familiarity with the Australian health research funding landscape (NHMRC, MRFF, philanthropy)
-

Conditions of Employment

- Keeping children safe is our highest priority. We maintain rigorous safeguarding standards and employ comprehensive screening processes to ensure the safety of the children we work with. This includes mandatory screening processes for all successful candidates, including:
 - Valid Working with Children Check (or equivalent)
 - Satisfactory criminal record check
- The right to reside and work in Australia and you meeting any applicable visa conditions

Health, Safety & Wellbeing

- We are committed to providing and maintaining a working environment which protects the health, safety and wellbeing of our people, partners and the community
- Employees conducting duties on behalf of MCRI are expected to meet the environment, health and wellbeing requirements and responsibilities specifically required for the role
- We are committed to supporting children in their right to be safe and adhere to the responsibilities we have to ensure their protection and safety as per the Child Safety Policy
- The Institute is committed to the safety of children and young people, and takes a zero-tolerance approach to all forms of child abuse, exploitation and harm. The Institute prioritises child safety in our decision-making at all levels of the Institute and supports our employees to understand and enact their safeguarding responsibilities
- We are committed to a diverse, inclusive workplace where all staff are supported to reach their full potential, regardless of gender, career status, age, disability, cultural background, religion or sexual orientation
- Specified positions may be subject to medical review to ensure that the inherent requirements of the role can be undertaken safely

As MCRI evolves to meet its changing strategic and operational needs and objectives, so will the roles required of its employees. As such, this document is not intended to represent the position which the occupant will perform in perpetuity. This position description is intended to provide an overall view of the incumbent's role as at the date of this statement.