



## Position Description

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<b>Position Title:</b>	Media and Outreach Officer (OurDNA Program)
<b>Salary Range:</b>	Individual Contract
<b>Reporting Manager:</b>	Genomic Research Participant Manager
<b>Direct Reports:</b>	None
<b>Home Group:</b>	OurDNA

Children are at the heart of everything we do.

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 are determined to find it.

We are a diverse team of world-leading researchers, doctors, engineers, and hardworking professionals in corporate 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 rare model amplifies opportunities to quickly translate research into clinical care. At MCRI, you will also find our subsidiary organisation, the Victorian Clinical Genetics Services (VCGS), 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: re-imagine the future of child health.

### What is it like to work for us?

We are committed 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 are also committed to developing our People and fostering an environment where learning and development is central to our staff reaching their full potential.

### What is the Centre for Population Genomics?

This position is based in the Centre for Population Genomics (CPG), a joint initiative of the Garvan Institute of Medical Research (Garvan) in Sydney and the Murdoch Children's Research Institute (MCRI) in Melbourne. At CPG, we are working to create a world in which genomic information enables disease prediction, accurate diagnosis and effective therapeutics for all people.

Databases that capture the genetic variation of healthy populations are critical for genomic medicine. However, these currently represent mainly people descended from Europe and the Americas. Under-represented or missing from these data are many of Australia's minority ancestries, such as Oceanian people (e.g. Samoan, Tongan, Fijian), Southeast Asian people (e.g. Filipino, Vietnamese), Middle Eastern people (e.g. Lebanese) and African people (e.g. Sudanese). As a result, many families in Australia cannot currently get medical help for a genetic illness. If this lack of inclusion continues, Australians from many diverse backgrounds will also be less likely to benefit from future genomics driven medical advances.

We want to solve this problem - the critical lack of ancestral diversity in genomics in Australia. The OurDNA program seeks to address this by recruiting more than seven thousand research participants from diverse ancestries to create new resources for human genetics that truly reflect the remarkable population diversity of Australia and improve the diagnosis of rare disease patients across a wide range of Australian communities.

This is an exciting and innovative program, and we have structured the Centre to be able to deliver. Our teams are developing cutting-edge software, facilitating engagement in underrepresented communities, leading population genomics analyses, diagnosing rare diseases, and coordinating projects and operations. Funders and partners have backed our vision, including a \$10 million grant from the Medical Research Futures Fund.

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## Position Overview

We are seeking a Media and Outreach Officer to lead public outreach and media engagement for the OurDNA program. In this role, you will work closely with the Participant Recruitment and Community Engagement teams to maximise opportunities from community events and craft strategies that boost awareness and participation. The ideal candidate will have a blend of public relations, media management, and social media expertise, along with a deep commitment to diversity and inclusion.

At OurDNA, we embrace a community-by-community approach—developing targeted materials and outreach strategies tailored to the specific needs, languages, and cultural nuances of each community. This ensures that our efforts are meaningful and resonate deeply with diverse communities. It's not a "one size fits all" strategy, and understanding this distinction is crucial to making a real impact.

Working within the OurDNA recruitment team, this position will turn public and media interest into active participant recruitment to support the program in achieving our goal of recruiting 10,000 participants over the next 2 years.

For candidates coming from the marketing sector, this role offers an opportunity to apply your skills in a meaningful way. You won't just be driving recruitment—you'll be contributing to social justice by ensuring underrepresented communities have equitable access to life-changing genomic research and healthcare advances. Your work will help make healthcare more inclusive for a multicultural Australia.

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## Key Accountabilities

- Create and maintain relationships with media outlets, community leaders and groups, influencers and other key stakeholders to deepen engagement with underrepresented communities and secure press coverage, interviews, and media appearances that promote the OurDNA program.
- Develop engaging content such as press releases, media kits, social media content and other relevant materials that are aligned with the program goals, values and messages.
- Develop engaging social media campaigns and content calendars, ensuring timely and coordinated messaging to boost recruitment efforts.
- Leverage community communication channels and input from co-design processes to tailor culturally and linguistically appropriate messages based on community feedback and preferences.
- Uphold communication standards and act as quality control for all public-facing materials, ensuring correct grammar, syntax, and messaging, editing and refining materials as necessary.
- Track metrics and evaluate the impact of various outreach activities, using data-driven insights to refine and improve media and public relations strategies.
- Identify and assess potential media risks and develop effective mitigation and response strategies.
- Assist in planning and promoting recruitment events, attending events as required and providing event photography/videography support as needed to capture key moments.
- Curate and manage a portfolio of OurDNA communications resources, including community stories, testimonials, and endorsements to support ongoing engagement and outreach.
- Ensure all communications are aligned with research ethics approvals and OurDNA's commitment to integrity and transparency.
- Work closely with other teams across OurDNA and CPG to ensure consistent, aligned messaging and outreach strategies across all platforms and initiatives.
- Collaborate effectively with the communications teams at Garvan and the Murdoch Children's Research Institute (MCRI) to maintain cohesive and unified external communications. Additionally, coordinate closely with CPG's strategic communications role to align strategies and enhance the impact of outreach efforts.

## Other:

- Present at internal and external forums as required

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- Willingness to work at semi-regular weekend events (time off in lieu applies)
  - Is engaged in the campus culture including professional development activities and attending internal/external campus conferences and seminars
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### What we need from you

- Proven experience in public relations, media management, or marketing with a strong emphasis on community engagement, particularly working with multicultural communities in Australia. This includes an understanding of the nuances in multicultural communication, perception, and risk management to tailor communications strategies that resonate with diverse audiences effectively.
- Proven ability to create and implement targeted social media strategies, driving engagement and research participation.
- Experience in search engine optimisation (SEO) and using social media analytics to track performance and measure progress toward program goals.
- Strong skills in social media content creation, including campaign management and influencer outreach.
- An eye for design, with experience using graphic design software (such as Canva or similar tools) to produce a range of engaging materials (e.g., social media graphics, promotional materials, presentations, media kits).
- Strong *communication* interpersonal and verbal communication skills, with the ability to communicate effectively across diverse audiences.
- Ability to devise and implement swift, strategic communication plans to mitigate risk and maintain the program's reputation.
- A passion for inclusion and multiculturalism, with a commitment to advancing health equity in Australia.
- Strong organisational and project management skills, capable of handling multiple tasks and meeting tight deadlines.
- Excellent written skills, with attention to detail and clarity in crafting public-facing documents.
- Ability to follow up on leads and convert media exposure into program participation.
- Proven ability to communicate effectively across diverse audiences.
- Excellent written and verbal communication skills.

### Desirable:

- A background or strong interest in clinical research, science, or health promotion.
  - Familiarity with recruitment for research studies or health programs, including ethical approvals.
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### Conditions of Employment

- Working with Children & National Police Clearance (if appointed) in compliance with the states Government's Child Safety Standards.
  - The right to reside and work in Australia and you meeting any applicable visa conditions.
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### 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 Standards Policy.
  - Specified positions may be subject to medical review to ensure that the inherent requirements of the role can be undertaken safely.
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*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.*