

POSITION DESCRIPTION



Position	Communication and Digital Platforms Lead
Level/Classification	HEW0808
Reports to	Associate Professor Industry Engagement for Research and Teaching Networks in Agriculture
Unit	Centre for Sustainable Farming Systems Food Futures Institute
Directorate	Research and Innovations
Positions Supervised	Nil

Position Purpose

The Communication and Digital Platforms Lead within Murdoch University's Food Futures Institute (SoilsWest) is a member of the project leadership team and responsible for national project communication and engagement, and the end-to-end delivery of the National Soils Education Opportunity project digital platforms co-investment with GRDC.

Working closely with industry, research partners, and stakeholders, the position drives stakeholder engagement and communication both internal and external to the project. The role leads the content governance, co-design, development, visibility, and ongoing maintenance of national digital platforms and collateral that translate soil science for diverse audiences, including industry, educators, students, and advisors. This includes hands-on platform build, content loading, and technical upkeep, alongside strategy development, stakeholder engagement, and evaluation.

The Communication and Digital Platforms Lead will work with the leadership team and regional nodes, to develop strategies to increase engagement with stakeholders and increase translational impact in soil science for the grains sector nationally. The position will lead the co-design of a communication and engagement strategy to help guide external stakeholder partner delivery, increase awareness of the project, and foster relationships with key stakeholders and project proponents.

Working in close collaboration with industry, research partners, and stakeholders, the position develops and delivers accessible, high impact digital education and communication resources that respond to identified needs and support capacity building in soil science. The role ensures the creation of sustainable legacy digital assets, supports monitoring and evaluation activities, and coordinates national outreach and engagement to enhance awareness and long term uptake of project outcomes.

About Murdoch University

Murdoch University is a young and dynamic university with a foundational commitment to the environment, social justice and inclusion, and making education accessible to more people. Founded as Western Australia's second university in 1974, today, Murdoch has more than 21,000 students and 1,700 staff across campuses in Perth, Singapore and Dubai. With more than 90,000 Alumni, Murdoch graduates can be found all over the world, making a positive difference.

Our Strategy – Ngala Kwop Bidji. Building a brighter future, together – guides the University's direction and reaffirms our shared purpose to change lives and society for the better through accessible education and research.

The Strategy is focused on three key themes:

- Sustainability: Be a leading university in education, teaching and translational research in sustainability.
- Equity, Diversity, and Inclusion: Build a welcoming, diverse and inclusive community.
- First Nations: Become the University of first choice for First Nations peoples.

Murdoch is also committed to building engagement with our local community, State, nation, and global society with a track-record in creating strong partnerships with business, government and industry.

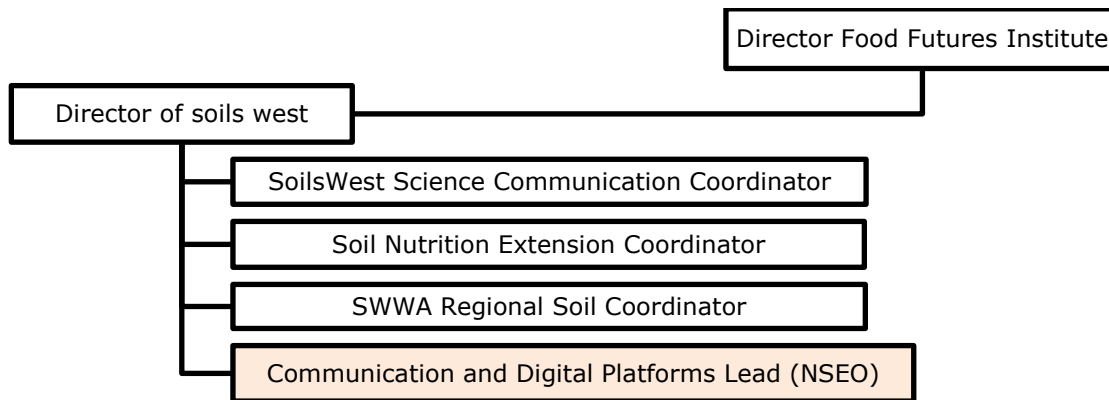
About the Work Area

The Communication and Digital Platforms Lead is a key member of the National Soils Education Opportunity (NSEO) Leadership Team, responsible for leading the development and delivery of national communication, engagement, and legacy digital platform activities. The position is based at Murdoch University within the SoilsWest team and reports to the SoilsWest Director and National Lead for the National Soils Education Opportunity Associate Professor Frances Hoyle.

The position works closely with the NSEO team and stakeholder networks to co-develop and deliver a diverse suite of high-quality communication, education, and engagement resources and activities. These activities will link government, industry, research, and education partners to emerging soil science research, capability-building opportunities, and priority industry needs.

Murdoch University will work in partnership with a number of collaborators including the University of New England (Northern Region Node Lead), the University of Adelaide (Southern Region Node Lead), and The University of Western Australia (National WP4) to deliver an integrated national program. Together, these institutions support a coordinated national framework with regional delivery nodes in the Western, Southern, and Northern GRDC regions. Murdoch University leads the coordination of national activities, communications, and administration, while Regional Node Leads are responsible for regionally tailored delivery aligned with national priorities.

Reporting Relationships



Key Responsibilities/Duties

1. Lead the design, implementation, and continuous refinement of national communication and engagement plans that support the objectives of the National Soils Education Opportunity program and target primary audience segments. Ensure activities are aligned with industry priorities, farmer needs, research outcomes, and stakeholder expectations.
2. Develop and coordinate the planning, production, and delivery of high-quality research communication and education resources. Work collaboratively with industry partners, agribusiness, farmers, academics, researchers, professional staff, and government agencies to ensure relevance, consistency, and impact.
3. Initiate and maintain strong relationships with key internal and external stakeholders, including project members, industry bodies, government organisations, farmers, consultants, researchers, community groups, and others, to co-design and deliver communication and engagement activities that meet national and regional priorities.
4. Identify and develop outreach and partnership opportunities with external organisations and industry to extend reach, improve adoption of soil science knowledge, and enhance translational outcomes for the grains sector.
5. Lead the development, delivery, and maintenance of digital platforms and legacy resources supporting education and knowledge transfer, including content framework development, review, timelining and coordination, and hands-on content development and loading, and updating of digital content to ensure accessibility, usability, and long-term sustainability.
6. Create, manage, and publish science communication content across a range of digital and media channels, including websites, social media, stories, articles, multimedia resources, and promotional material that translate soil science for diverse audiences.
7. Support, supervise, and mentor Murdoch University student ambassadors, enabling their meaningful involvement in SoilsWest and related projects through integration with industry research activities, stakeholder engagement, and participation in outreach and education events.

8. Monitor, evaluate, and report on communication and engagement outcomes quarterly. Use appropriate metrics and evaluation tools to assess reach, effectiveness, and impact, and adjust strategies as required to meet milestones and stakeholder needs.
9. Carry out and assist with other duties as required.

Selection Criteria

Essential

1. A degree (or equivalent professional experience) in science communication, communication, digital media, agricultural extension, education, environmental science, information technology, web/digital development, or a related discipline.
2. Demonstrated experience leading the design, implementation, and evaluation of strategic communication and engagement plans in complex, multi-stakeholder environments.
3. Demonstrated ability to initiate, develop, and sustain effective working relationships with internal and external stakeholders across industry, government, research, and community contexts.
4. Demonstrated capability in the development, delivery, and ongoing management of digital platforms, including hands-on content creation, content loading, and basic CMS or web development.
5. Demonstrated experience translating complex scientific or technical information into clear, engaging, and audience-appropriate communication products across multiple channels.
6. Demonstrated ability to monitor, evaluate, and report on communication and engagement activities against objectives, milestones, and contractual or funding requirements.
7. Demonstrated capacity to work at a senior professional level, including supervision or mentoring of others, contribution to leadership teams, and exercise of autonomy and professional judgement.

Desirable

8. Demonstrated capacity to both lead teams and work within a collaborative team environment.
9. Formal training or certification in digital platform development, user experience (UX), evaluation, extension practice, or related fields.
10. Demonstrated high level of organisation, team working, time and workload management and skills, including the ability to prioritise workload to meet deadlines.

Work Requirements

- Australian permanent residency or possession of a valid visa with work entitlement in Australia.
- Current "C" class driver's licence
- Inter- and intra-state travel may be required.

General Obligations

While at work, an employee must:

- take reasonable care for their own health and safety and ensure that their acts or omissions do not adversely affect the health and safety of other persons;
- report incidents, injuries and hazards;

- comply with any reasonable instruction that is given by Murdoch University; and
- comply with Murdoch University policies and procedures.

Guiding Principles and Values/Code of Ethics and Code of Conduct

Our Values

- Authenticity
- Integrity
- Respect
- Inclusivity
- Openness

Our Principles

- Act with justice, respect and responsible care.
- Be collegiate and respectful of other points of view.
- Protect academic freedom.
- Be agile, flexible and resilient.
- Make decisions at the most appropriate level.
- Be transparent in decision-making and with information.
- Adopt common approaches to common tasks.
- Be careful stewards of our resources.

All staff will comply with the University's Code of Ethics and Code of Conduct and demonstrate a commitment to its Equity, Diversity and Safety principles and the general capabilities of personal effectiveness, working collaboratively and demonstrating a focus on results.

All Staff complete a Development Review Annually. A Commencing Development Review should be completed within 3 months of commencement.

We acknowledge that Murdoch University is situated on the lands of the Whadjuk and Binjareb Noongar people. We pay our respects to their enduring and dynamic culture and the leadership of Noongar elders past and present. The boodjar (country) on which Murdoch University is located has, for thousands of years, been a place of learning. We at Murdoch University are proud to continue this long tradition.