



## Position Description

Position title:	Content Specialist (Research)
Division:	Marketing and Communications
Location:	Melbourne
Reports to:	Manager, Publications & Content
Approved by:	CEO
Position type:	1.0 FTE

### About us

With over 30,000 members, the Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians.

Our Physiotherapy Research Foundation (PRF) promotes, encourages and supports research that advances physiotherapy knowledge and practice. The PRF provides grants to support innovative physiotherapy research in order to produce a scientific evidence base that enables practising physiotherapists to adopt the latest, safest and most effective techniques when providing care and treatment.

The APA advocate strongly for access to quality physiotherapy services, provide leadership in the wider health landscape, create lifelong information and learning opportunities for members, and promote the value of physiotherapy to the broader community.

We are proud to have a great working culture that is underpinned by our core values:  
Accountability | Respect | Excellence | Collaboration | Courage



## About the role

The Content Specialist (Research) role primarily exists to identify a range of health and physiotherapy- related research to be converted into consumable content in a variety of different formats including digital copy, podcasts, videos, animations, infographics and blogs. These activities enable clinicians to more easily access and engage with research, in addition to supporting the APA's advocacy activities.

The role will also hold responsibility for the development of a content strategy and related content planning for the PRF. The other aspect of this role is to create digital content to complement APA publications and otherwise assist the Publications team with the production of articles.

### Key responsibilities:

- Identify relevant research from both the PRF and other sources for translation to consumable content.
- Support marketing and communications efforts that enhance the profile of the PRF and increase awareness across a range of audiences through the provision of consumable and engaging content.
- Liaise with the research community to secure stories, coordinate contributors and edit content.
- Collaborate with external providers such as Animate Your Science and internal teams such as marketing and communications to produce and disseminate content.
- Keep up to date with healthcare-related research developments likely to affect physiotherapy.
- Collaborate with marketing and communications to identify important topics, themes and priorities based on audience preferences, and create content designed to meet their needs.
- Assist in the production of multimedia content as required.
- Interpret and articulate current, proposed and future research opportunities for a range of audiences.
- Produce and curate high-quality, relevant and engaging content with a solid understanding of how they will succeed across our channels and audiences.



## About you

- Experience translating research in the healthcare/medical sciences fields will be highly regarded.
- Sound written communication skills, showing attention to detail.
- A passion for health and storytelling.
- Demonstrated ability to communicate complex matters in succinct and engaging ways.
- Ability to work collaboratively with a range of stakeholders.
- Minimum of 5 years of relevant experience.
- Well-developed computer skills and experience in writing and editing for digital formats.
- Demonstrated ability to adhere to in-house style guidelines.
- Excellent organisational skills and the ability to prioritise.
- Knowledge of web content management systems and digital media publishing would be well regarded.
- A keen eye for detail, tone, consistency and quality.
- Demonstrated experience in producing a range of content formats including podcasts, infographics and video.