



POSITION DESCRIPTION – COMMUNICATIONS OFFICER

POSTION DETAILS

Position Title: Communications Officer
Reports To: Media and Communications Manager
Position Type: Full time
Date issued: January 2020

MAIN PURPOSE OF POSITION

The Communications Officer is responsible for contributing to ActionAid’s digital and offline communications through both content production and coordination of communications processes. The Communications Officer is the primary person responsible for producing content for and updating ActionAid’s digital platforms, including the website and social channels. The role work with teams across the organisation, ensuring that ActionAid’s content consistently promotes the organisation’s brand and messaging. This role is responsible for ensuring key information on our work is readily available, both online and offline.

The Communications Officer supports in the implementation of ActionAid’s media strategies by producing media materials where necessary and managing ActionAid’s media lists. It also leads the project management of Frocking Hilarious, ActionAid’s flagship annual public relations event.

Key objectives for this role are:

- Produce content that raises the voices of the women we work with, and achieves the organisation’s cross-team objectives, including those of global engagement, campaigns and fundraising
- Ensure that key communications channels (social and the website) are regularly updated and effectively reaching ActionAid’s audiences
- Project manage Frocking Hilarious

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Production of communications materials and content	<ul style="list-style-type: none">• Produce digital and offline content that communicates ActionAid’s work with women in communities around the world and contributes to achieving the organisation’s strategic objectives• Work with the campaigns and fundraising teams to produce multiplatform content to engage supporters and achieve fundraising and campaigns objectives. This content includes copy writing for emails, web and offline materials, video production, and the production of social-specific content including gifs, graphics and listicles• Use content from ActionAid’s programs, campaigns and fundraising appeals to produce web copy and content for the ActionAid Australia website, including writing/editing of blogs• Provide support across teams in developing case studies and other communications for donor and technical audiences

	<ul style="list-style-type: none"> • Work with the graphic designer to produce offline communications materials where required • Pitch stories to the fundraising and campaigns teams where appropriate (ie. strong stories from our programs that can be used for fundraising appeals or in campaign communications)
Content coordination	<ul style="list-style-type: none"> • Ensure that ActionAid’s content drive is up to date and that staff across the organisation are consistently accessing and contributing to it • Keep up to date with content being produced and distributed across the organisation and take responsibility for utilising this content where appropriate • Coordinate with individuals across the organisation and outside of it to ensure that the website’s blogs are regularly updated and being contributed to • Project manage external contractors to support content collection
Social media management	<ul style="list-style-type: none"> • Coordinate the day-to-day content scheduling across all of ActionAid’s social media platforms: Facebook, Twitter and Instagram • Maintain the health of ActionAid’s social media channels by ensuring a consistent social presence and strategic engagement • Monitor and respond to ActionAid’s digital audiences, flagging complaints and reputational risks where necessary • Take responsibility for ensuring ActionAid’s social media is aligned with social trends, and that ActionAid is engaging with and sharing key news stories online where appropriate • Support with reporting on engagement and reach where required
Media	<ul style="list-style-type: none"> • Write press releases and other media materials, such as interview availability notices, opinion pieces and Q&As where required • Keep abreast of changes in the media landscape, within outlets and with regard to journalists ActionAid has key relationships with • Support the management of ActionAid’s media monitoring platform and media lists
Public relations	<ul style="list-style-type: none"> • Project manage Frocking Hilarious • Support the development of ActionAid’s Ambassador program through research initiatives and by engaging with potential social media influencers online

SKILLS & COMPETENCIES REQUIRED

Essential

- A commitment to ActionAid’s values and objectives
- A commitment to and understanding of women’s rights
- Two to three years’ communications experience, preferably working for rights-based organisations
- Demonstrated strong editorial skills (copy writing, editing, social media best practice)
- Demonstrated experience in writing and editing of on-brand engaging and inspiring content with short deadlines
- Demonstrated experience in using a range of digital channels to engage people and inspire them to take actions
- Demonstrated experience in producing successful EDM copy
- Strong interpersonal skills
- In-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, YouTube, Instagram, Pinterest etc.)
- A degree in a communications or marketing related discipline

Desirable

- A background in women’s rights and/or global justice
- Experience in media management, particularly in the writing and distribution of press releases
- Photography skills
- Video editing skills