



POSITION DESCRIPTION – COMMUNICATIONS OFFICER

POSTION DETAILS

Position Title:	Communications Officer
Reports To:	Media and Communications Manager
Position Type:	Full time
Date issued:	June 2021
Salary range:	\$60,000 – 70,000 per annum + super and other benefits

MAIN PURPOSE OF POSITION

The Communications Officer supports the Media and Communications Manager to implement ActionAid’s communication strategies through content production and coordination of communications processes. The Communications Officer is the primary person responsible for creating content for and updating ActionAid’s digital platforms, including the website and social channels. This role is responsible for ensuring key information on our work is readily available, both online and offline. The role works with teams across the organisation, ensuring that ActionAid’s content consistently promotes the organisation’s brand and messaging. It also works with external event producers to coordinate 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, promotes our programs, campaigns and fundraising and is aligned to our strategy and brand
- Ensure that digital communications channels are regularly updated, promote content that is aligned to our strategy and brand and effectively target ActionAid’s key audiences
- Organise event logistics for Frocking Hilarious and other PR events
- Support the Media and Communications Manager in other tasks as required.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Produce communications 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• Research, write, edit and proofread copy for social media, blogs, emails and the website to engage supporters and inspire them to take actions• Create eye-catching visual content including images, videos, gifs and infographics for digital channels• Support teams to develop case studies, field stories, project summaries and other communications for donor and technical audiences• Reinforce the ActionAid brand by applying key messages, style, tone of voice and brand essence to all content• Keep up to date with content being produced and distributed across the federation and promote this content as appropriate on various channels in line with our communications strategy• Draft press releases and other media materials, such as interview availability notices and Q&As where required

Maintain digital communication channels	<ul style="list-style-type: none"> • Organise day-to-day content scheduling across all of ActionAid’s digital communication platforms including social media, website, and EDMs • Maintain the health of ActionAid’s social media channels by ensuring a consistent social presence that promotes our brand and communications strategy, is aligned with social trends and engages with key moments, news stories and trending topics • Monitor and respond to ActionAid’s digital audiences, elevating complaints and reputational risks where necessary • Maintain ActionAid’s website by regularly uploading and updating content • Support implementation of best practices for website SEO and digital accessibility • Monitor and report engagement and reach across digital channels • Ensure that ActionAid’s content drive is up to date and that staff across the organisation are consistently accessing and contributing to it • Support the Media and Communications Manager to maintain ActionAid’s media monitoring platform and media lists
Support public relations	<ul style="list-style-type: none"> • Organise event logistics for Frocking Hilarious and other PR events • Support the development of ActionAid’s Ambassador program by identifying potential social media influencers

QUALIFICATIONS & EXPERIENCE REQUIRED

Essential

- Understanding of women’s rights and commitment to ActionAid’s values and objectives
- Minimum of 2 years relevant professional experience
- A degree in communications, media, marketing or a related discipline
- Strong writing, editing and proofreading skills; ability to craft messaging across multiple platforms and for various target audiences
- Proficiency producing on-brand visual content using creative software (eg Adobe CC/Canva)
- Experience using a CMS or CRM and/or social media scheduling tools (eg Wordpress, Action Network, Campaign Monitor, Sprout Social, Hootsuite)
- Excellent teamwork and interpersonal skills; high level of cultural competence
- Highly organised with ability to meet deadlines and juggle multiple projects

Desirable

- A background in women’s rights, global justice or international development
- Experience in the Australian media industry
- Graphic design, photo and video editing skills
- Understanding of web SEO and accessibility best practices
- Up-to-date knowledge and understanding of social media trends, advertising and best practice
- Demonstrated experience writing successful EDM copy