

## **POSITION DESCRIPTION – COMMUNICATIONS OFFICER**

<b>Position Title:</b>	Communications Officer
<b>Reports To:</b>	Senior Communications Manager
<b>Position Type:</b>	Part time, 0.6 FTE
<b>Salary:</b>	\$58,350 FTE
<b>Location:</b>	Sydney CBD (with hybrid working arrangements)
<b>Date issued:</b>	January 2025

### **MAIN PURPOSE OF POSITION**

The Communications Officer supports the production of ActionAid’s digital communications and implementation of communications processes. Working under the supervision of the Senior Communications Manager, this role will produce engaging content for ActionAid’s digital channels, including social media and the website. The role works with teams across the organisation, ensuring that ActionAid’s content consistently promotes the organisation’s brand and messaging.

#### Objectives:

1. Produce engaging content for ActionAid Australia’s social media channels, including videos, graphics and copy.
2. Support the production of ActionAid Australia’s other digital content such as the website, blog and EDMs.
3. Maintain the organisation’s digital communications assets, particularly photos and videos, ensuring they are well organised and stored according to established standards.

## KEY ROLES AND RESPONSIBILITIES

**Under the supervision of the Senior Communications Manager and in line with ActionAid Australia’s Communications Strategy, the Communications Officer will undertake the following tasks:**

	<b>Tasks/Duties</b>
<b>Content creation</b>	<ul style="list-style-type: none"> <li>• Develop engaging content (including videos and graphics) for ActionAid’s social media channels.</li> <li>• 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.</li> <li>• Write, edit and proofread copy for blogs, EDMs, website and case studies to engage supporters and support campaigns and fundraising appeals.</li> <li>• Reinforce the ActionAid brand by applying key messages, style, tone of voice and brand essence to all content.</li> <li>• Support teams to develop case studies, field stories and other communications for donor and technical audiences.</li> </ul>
<b>Content coordination</b>	<ul style="list-style-type: none"> <li>• Ensure that ActionAid’s content drive is up to date and that staff across the organisation are consistently accessing and contributing to it.</li> <li>• Keep up to date with content being produced and distributed across the federation and support the utilisation of this content where appropriate.</li> <li>• Coordinate with individuals across the organisation and outside of it to ensure that the website’s blogs are regularly updated and contributed to.</li> </ul>
<b>Social media &amp; website</b>	<ul style="list-style-type: none"> <li>• Coordinate the day-to-day content scheduling and moderation across all of ActionAid’s social media platforms: TikTok, Instagram, Facebook, LinkedIn and Bluesky</li> <li>• Maintain the health of ActionAid’s social media channels by ensuring a consistent social presence and strategic engagement.</li> <li>• Monitor and respond to ActionAid’s digital audiences, flagging complaints and reputational risks.</li> <li>• 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.</li> <li>• Support with reporting on engagement and reach where required.</li> <li>• Maintain the ActionAid website including uploading and updating content, ensuring content is SEO optimised, and compliant with digital accessibility standards.</li> <li>• Track and report on social media metrics.</li> </ul>

	<ul style="list-style-type: none"><li>• Maintain an awareness of new trends in social media and how other peer organisations are using platforms to grow audiences.</li></ul>
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## **SELECTION CRITERIA**

### Required

- A commitment to ActionAid's vision, mission and values.
- A commitment to and understanding of women's rights and climate justice.
- Experience using social media platforms, such as TikTok, Instagram, Facebook, LinkedIn and preferably Bluesky or X.
- Strong time management skills, with the ability to prioritise and organise work in a dynamic environment.
- Strong writing, editing and proofreading skills
- Strong interpersonal and cross cultural skills.

### Desirable

- Graphic design, photography and video editing skills.
- Experience using website content management systems such as Wordpress.
- A degree in a communications, journalism or marketing related discipline.
- Experience working in women's rights and/or climate justice.

## **WHAT WE OFFER**

- A workplace culture that celebrates diversity and inclusivity.
- A passionate and supportive team committed to feminist leadership principles.
- The opportunity to work on national and global campaigns, and make an impact on the lives of women around the world.
- Generous not-for-profit salary packaging benefits.
- Flexible hybrid working options.
- Generous leave provisions including additional shutdown leave over the Christmas / New Year period, birthday leave, study and mental health leave.