

POSITION DESCRIPTION

TITLE:	Media and Communications Project Officer
CLASSIFICATION:	ACTU - LEVEL 4-5
MODE:	Two year fixed term contract, full time
WORKGROUP:	A voice for working Australians and their families
REPORTS TO:	Communications Director

JOB PURPOSE:

This role works closely with the Communications Director, ACTU Secretary and the ACTU President in developing and implementing the ACTU's 'Working for a Better Life' communication platform to build community support for unions and union membership.

It involves the writing, production and distribution of a range of high quality information materials including brochures, posters, news releases, briefing notes, web articles and advertising scripts. It supports the work of the communications team in generating significant positive exposure for the ACTU in national, regional and local media as well as in workplaces and the community. It involves the efficient organisation of media conferences and other events as well as liaison with unions and workers in the compilation and use of case studies.

KEY RESPONSIBILITIES:

1. Prepare accurate and high quality marketing and information materials based on the 'Working For a Better Life' communications platform for the ACTU and affiliated unions.
2. Assist with the appropriate management of the day-to-day 24-hour news cycle for the ACTU President, ACTU Secretary and officials.
3. Help build, maintain and expand the ACTU's relationships with media organisations and journalists to ensure frequent positive exposure on radio as well as regional and local media.
4. Implement and assist with the project management of communication campaigns and have responsibility for pursuing media coverage in specific portfolio areas.
5. Write, produce and distribute media releases, briefing and speech notes, web articles, brochures, posters and other material accurately and efficiently.
6. Organise and produce media conferences, launches, video interviews, photo shoots and other events.
7. Effectively liaise with a wide range of people including workers, union staff and senior officials, and government and business representatives.
8. Maintain files and records including cases studies, images, statistics and copyright licenses.
9. Perform other media and communication responsibilities as required.

Internal communications requirements:

- ◆ Daily liaison with the Communications Director and Media Co-ordinator
- ◆ Regular liaison with the ACTU President, the ACTU Secretary, Assistant Secretaries, Campaign Team, policy and industrial staff, and other communications staff.
- ◆ Liaison with all relevant staff as needed for events publicity and production, policy and industrial communication, conference speeches and media launches.

External communication:

- ◆ All representatives of electronic and print media, journalists and communications consultants
- ◆ Union staff and officials, union members, workers, and members of the public
- ◆ Senior officials in government, business, and other organisations and also relevant suppliers.

Qualifications and experience

Educational Qualifications- Desirable: Relevant tertiary qualification in Communications (or related field)

- ◆ Demonstrated ability to produce quality written and multi media content for media distribution within tight time frames
- ◆ Highly developed verbal and written skills in communicating complex information in a streamlined and “marketable” fashion
- ◆ Demonstrated experience in proactively establishing and maintaining appropriate relationships with representatives of the print and electronic media
- ◆ Capacity to implement communication campaigns, including experience in several key aspects such as public relations, event management, graphic design, photography, video production, printing, and project management
- ◆ Capacity to contribute to the development of a successful media and public relations strategy within the frequently changing environment of industrial relations and workplace issues
- ◆ Highly developed organisational and time management skills enabling the capacity to work consistently under pressure and to meet deadlines
- ◆ Demonstrated capacity to work well with others in a team environment as well as to provide leadership to colleagues
- ◆ Commitment to and passion for the values of the ACTU and Union movement generally
- ◆ Capacity to use computer applications and technology including Microsoft Word, Outlook, Powerpoint, Internet and communications technologies.
- ◆ Capacity to exercise judgement, discretion and initiative within a politically sensitive environment