



POSITION DESCRIPTION
Media and Communications Officer
(Fixed Term)

Current as of 27 March 2026

1. Organisational context

- 1.1** The Australian Salaried Medical Officers' Federation (NSW) (*The Doctors Union*) is a progressive union with a vision to protect, promote and advance the working conditions of doctors in a fair and just society underpinned by a high-quality public health system.

2. Primary purpose of the position

- 2.1** Planning, designing and delivering high-quality communications with a strong focus on media engagement, including drafting media releases, supporting media strategy and building relationships with journalists, alongside broader digital and member communications.

3. Key responsibilities and accountabilities

- 3.1** Draft clear, timely and engaging media releases, statements and talking points to support advocacy and campaign activities.
- 3.2** Prepare briefing notes, key messages and talking points to support spokespeople in media engagements.
- 3.3** Build and maintain strong relationships with journalists, media outlets and key stakeholders to support proactive and reactive media engagement.
- 3.4** Identify and pitch media opportunities, contributing to media strategies that amplify ASMOF NSW's voice and support our advocacy.
- 3.5** Monitor media coverage and the broader news cycle, providing summaries, insights and recommendations, and supporting rapid response communications as required.
- 3.6** Respond to media enquiries in a timely and strategic manner, in consultation with the Communications Manager and relevant stakeholders.
- 3.7** Develop compelling written content across various formats, including media releases, statements, op-eds, articles, emails, social media, and key messages tailored to diverse audiences to support the Union's strategic objective.
- 3.8** Develop, schedule and manage social media content and channels, including drafting

posts, monitoring engagement and responding to comments and messages.

- 3.9 Produce basic visual and digital content using tools such as Canva to support communications, social media and campaign activities, ensuring consistency with ASMOF NSW's branding and messaging.
- 3.10 Manage ASMOF NSW website content working closely with the Communications Manager to ensure information is current, accurate and aligned with the Union's strategic priorities.
- 3.11 Ensure all communications materials, including those produced by external vendors, adhere to ASMOF NSW's brand, tone and messaging guidelines.

4. Role dimensions

4.1 Decision making

- 4.1.1 The work of the Media and Communications Officer is to be carried out within the framework of ASMOF's strategic objectives, delegations, policies and operating procedures.
- 4.1.2 The Media and Communications Officer determines their work priorities and workload under the direction of the Executive Director and the Communications Manager.
- 4.1.3 The Media and Communications Officer is not closely supervised and is expected to complete all activities and tasks quickly and effectively.
- 4.1.4 The Media and Communications Officer is fully accountable for the validity, accuracy, and quality of analysis, reports, and information and for maintaining relevant documentation.

4.2 Reporting relationships

- 4.2.1 The Media and Communications Officer reports directly to the Communications Manager of ASMOF NSW.
- 4.2.2 No position reports to or requires the supervision of the Media and Communications Officer.

5. Key challenges

- 5.1 Responding to fast-moving media cycles and tight deadlines.
- 5.2 Translating complex industrial issues into clear, media-ready messaging.
- 5.3 Planning and prioritising work to meet the strategic objectives of ASMOF NSW and internal and external deadlines.
- 5.4 Maintain a working knowledge of emerging trends in communications, social media, and industrial relations, and use this knowledge to prepare high-quality, engaging content.
- 5.5 Continuously develop professional skills by participating in learning and development opportunities, enhancing the Union's communication capabilities.

6. Key relationships

Who	Why
Internal	
Executive Director	<ul style="list-style-type: none"> In collaboration with the Communications Manager, receive performance feedback. Provide advice, analysis and reports to support effective and ethical decision-making.
Communications Manager	<ul style="list-style-type: none"> Receive feedback regarding performance and development Receive guidance and direction regarding operational priorities. Provide regular updates on key tasks, issues, and priorities to ensure transparency and accountability.
Management Team	<ul style="list-style-type: none"> Collaborate where required to develop and implement communications strategies.
Other Teams	<ul style="list-style-type: none"> Share information and work collaboratively to ensure seamless service delivery. Collaborate on researching issues, exchange information and work with colleagues to provide advice and seek feedback.
Administrative Team	<ul style="list-style-type: none"> Share information and work collaboratively to ensure seamless service delivery.
State Council	<ul style="list-style-type: none"> Provide advice, analysis and reports to support effective and ethical decision-making.
External	
Members and Potential Members	<ul style="list-style-type: none"> Respond to member queries Provide compelling reasons for union membership
Employers	<ul style="list-style-type: none"> Develop and maintain effective relationships Maintain professional networks
Other Unions/Peak union bodies	<ul style="list-style-type: none"> Develop and maintain effective relationships Maintain professional networks

7. Qualifications, Skills and Experience

7.1 Essential:

- 7.1.1 A deep understanding of and commitment to union principles and a passion and drive to improve workers' lives and achieve the Union's strategic objectives.
- 7.1.2 Relevant tertiary qualifications and/or experience in media, communications, journalism, marketing, or similar.
- 7.1.3 Strong understanding of the Australian media landscape and experience in crafting media releases, media monitoring and media relations.
- 7.1.4 Excellent written and verbal communication skills, with a demonstrated ability to write and edit compelling and concise content, articles, social media content and other forms

of communication.

- 7.1.5 Demonstrated ability to understand and communicate complex issues to a range of audiences.
- 7.1.6 Strong time management and personal organisational skills, including performing work within specified timelines and planning work systematically and effectively.
- 7.1.7 Demonstrated ability to work collaboratively and flexibly, both in a team and independently, within a dynamic environment.
- 7.1.8 An eye for design and experience using digital communications, design and marketing tools and proficient in using Microsoft Office 365 programs, Adobe, and Canva.
- 7.1.9 Experience with social media platforms, including Meta, Instagram, WhatsApp and YouTube.
- 7.1.10 Ability to produce, generate, edit and design high-quality, engaging photo, video and social media content.
- 7.1.11 Understanding of digital marketing, including SEO and email marketing

7.2 Desirable:

- 7.2.1 Experience working in a union or social justice organisation.
- 7.2.2 Understanding of the NSW public health system.
- 7.2.3 Experience in successfully delivering digital marketing campaigns.
- 7.2.4 Experience in social media management and Meta Business Suite.

8. Conditions of Employment

- 8.1 This is a fixed-term 11-month, full-time position of 38 hours per week, working between 9 am to 5 pm, Monday to Friday inclusive.
- 8.2 The salary range is \$94,521 to \$117,745 plus superannuation.
- 8.3 A comprehensive benefits package is provided, including five weeks of annual leave and travel and journey insurance.
- 8.4 The position is based at Ultimo.

NOTE: This position description is not intended to be all-inclusive. Employees may perform other duties as directed to meet the strategic objectives of The Doctors Union.