Position Description – Communications Officer (Level 4–5)

Position Title	Communications Officer
Organisation	Queensland Council of Unions
Time fraction	Full-time permanent role
Salary	$116,280.59 to $133,418.22 depending on skills and experience, plus 15% superannuation.
Classification	Level 4–5, depending on skills and experience

About Queensland Unions

Queensland Unions is the state peak body for 25 affiliate unions, representing 400,000 Queensland union members. We coordinate action on industry-wide issues and champion the rights, safety and wellbeing of workers and their families.

Our strategic objectives are to strengthen the Queensland union movement, advocate for workers' rights, develop skills for Queenslanders, deliver workplace rights services, amplify diverse voices and maintain a strong, trusted worker advocate presence across Queensland and nationally.

Position Purpose

The Communications Officer contributes to the development and delivery of QCU's communications and media work, including in its general campaign work, migrant worker and gender equity spaces. The role produces clear, engaging content that supports campaigns and advocacy, strengthens the QCU's public profile, and connects with affiliates, workers, stakeholders and the broader community.

The role will be classified at Level 4 or Level 5 according to the successful applicant's skills and experience, with responsibility and autonomy set at the appropriate level.

Key Responsibilities

The Communications Officer will:

- Develop and deliver communications plans and content that support QCU campaigns, advocacy and organisational priorities.
- Prepare and edit speeches, articles, newsletters, social media posts, web content and other materials for different audiences and channels.

- Assist with media relations by monitoring issues, responding to media enquiries, preparing spokespeople and coordinating interviews.
- Work with the General Secretary, senior staff and affiliates to communicate QCU positions accurately and consistently.
- Create and coordinate digital, visual and campaign content, working with designers, suppliers and internal staff as required.
- Monitor digital coverage, maintain communications records and provide reporting and analysis to inform planning.
- Build constructive relationships with affiliates, workers, community organisations and other stakeholders, and contribute to coordinated communications activity.

Required Knowledge and Experience

- Relevant qualifications in communications, journalism, public relations or a related field are desirable. Equivalent skills and experience will be considered.
- Experience in communications, media, journalism, public relations or campaign content, preferably in a union, community, political or social justice setting.
- Experience producing communications for multiple channels and audiences and supporting media engagement or advocacy campaigns.

Skills and Abilities

- Strong writing, editing and verbal communication skills, with sound judgement about tone, audience and accuracy.
- Ability to turn complex workplace, policy or campaign issues into clear and accessible communications.
- Ability to plan and deliver communications tasks, manage competing priorities and meet deadlines.
- Good interpersonal skills and the ability to work collaboratively with colleagues, affiliates and external stakeholders.
- Ability to work independently, use initiative and seek guidance when required.
- Confidence using digital communications platforms and content management tools; experience with design or video tools is desirable.

Personal Attributes

- Commitment to unionism, fairness, workers' rights and social justice.
- Respectful and collaborative approach to working with people from diverse backgrounds and experiences.
- Commitment to gender equity, inclusion and culturally safe communications.

Key Selection Criteria

1. **Qualifications and relevant experience**
   Demonstrated skills and experience in communications, media, journalism, public relations or campaign content. Relevant qualifications are desirable; equivalent experience will be considered.
2. **Writing and communications**
   Strong writing and editing skills, with the ability to produce accurate, clear and engaging content for different audiences and channels, including digital media.
3. **Media and campaign support**
   Ability to support media engagement and communications campaigns, identify emerging issues, prepare materials and contribute to effective advocacy.
4. **Understanding of migrant worker rights and experiences**
   An understanding of migrant workers' rights and the barriers and experiences they may face, including insecure visa status, language and information barriers, workplace exploitation and accessing support. Ability to communicate about these issues accurately, respectfully and without stereotyping.
5. **Gender equity**
   An understanding of gender equity and its relevance to working life, including how gender, caring responsibilities and intersecting forms of discrimination can shape workers' experiences. Ability to apply an inclusive and gender-aware approach to communications.
6. **Digital communications**
   Experience or capability using digital communications channels and content tools, with the ability to adapt material for different formats. Design, photography or video skills are desirable.
7. **Planning, initiative and collaboration**
   Ability to organise work, manage competing priorities and deadlines, use initiative and work constructively with colleagues, affiliates and external stakeholders.
8. **Commitment to QCU values**
   Demonstrated commitment to unionism, workers' rights, fairness, inclusion and social justice, and to communicating with accuracy, care and respect.

Application Process

Applications should include a CV and a cover letter addressing the key selection criteria. Further information and the closing date will be provided in the job advertisement.