



# Duty Statement and Selection Criteria

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## *Communications Officer*

POSITION TITLE:	Communications Officer
REPORTS TO:	Communications Manager
LOCATION:	Canberra ACT
HOURS OF DUTY:	Full time (37.5 hours per week)
SALARY:	\$75,000 - \$80,000 inclusive of superannuation (commensurate with skills and experience)

## **Overview**

Ad Standards is Australia's independent advertising complaints adjudicator. We give a voice to consumers and guide industry in maintaining decent and honest advertising that aligns with community standards.

The Communications Officer is responsible for ensuring strong positioning and awareness of Ad Standards, under the direction of the Communications Manager. This involves producing a variety of content to support strategic communication efforts – including social media, bulletins, news articles, website content and media releases. The Communications Officer also tracks and reports on communication outcomes, manages media queries and provides some project and administrative support to the broader Ad Standards team.

## **Duties and responsibilities**

Responsibilities include, but are not limited to:

### *Media, social media and website content management*

- Draft media releases, news articles and social media content.
- Draft and distribute monthly bulletins.
- Manage the Ad Standard social media presence and moderate commentary.
- Maintain a calendar of proactive media/social media opportunities.
- Monitor and report on mainstream and social media coverage.
- Coordinate responses to media enquiries.
- Provide effective online content management and ensure website content is current and accurate.
- Monitor, analyse, evaluate and report on media and communication efforts.



### *Administration and project support*

- Assist in the delivery of projects as needed (including government submissions, IT, research and policy projects).
- Maintain the bulletin subscriber and stakeholder contact lists.
- Provide research, organisational and liaison support to the wider team, including information gathering and event management.
- Prepare presentations for external audiences.
- Use the internal case management system to investigate complaint and case statistics.
- Contribute to organisational planning and stakeholder engagement activities.

### **Essential skills and experience**

- Tertiary qualifications (such as communication, marketing, public relations and journalism)
- Exceptional written and verbal communication skills.
- Ability to develop high-quality and engaging content.
- Digitally savvy, with the ability to manage a website and social media profiles.
- Excellent organisational, time management and problem-solving skills.
- Strong research and analytical skills.
- A positive team player.
- Respectful of the diverse views and values of staff, the community and stakeholders.

### **Highly desirable**

- Some experience in communication, marketing, social media or related field.
- Some graphic design skills.

### **To apply**

1. Provide a one-page pitch outlining your relevant skills and experience.
2. Provide 1 - 2 examples of your written, social media or campaign work.
3. Include a resume with the name and contact details of two referees (4 pages max).

*We'll only consider applications that meet these requirements.*

Send your application by email to [administration@adstandards.com.au](mailto:administration@adstandards.com.au)

**Applications close 11pm, Sunday 31 October 2021.**

For more information about the role contact Rachel Tunney, Communications Manager on (02) 6173 1503 or [rtunney@adstandards.com.au](mailto:rtunney@adstandards.com.au)