

Duty Statement and Selection Criteria

POSITION TITLE:	Project and Communications Officer
REPORTS TO:	Chief Executive Officer
LOCATION:	Canberra
HOURS OF DUTY:	37.5 hours per week
SALARY:	\$70,000 to \$85,000 inclusive of superannuation, depending on skills and experience and subject to annual performance-based adjustments.

POSITION DESCRIPTION

The **Advertising Standards Bureau (ASB)** administers Australia's national system of advertising self-regulation in relation to both public and competitor complaints.

The ASB provides information and advice to help ensure the general standards of advertising are inline with community values. It also works to efficiently manage and promote the complaints adjudication component of the advertising self-regulation system in Australia.

The Project and Communications Officer is responsible for ensuring strong positioning and awareness of the ASB with key stakeholders to achieve strategic objectives, working closely with the CEO and Communications Manager.

DUTIES AND RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Assisting the CEO and Communications Manager with project implementation as-needed. This will include administration, stakeholder engagement, research, policy, and IT support for functions such as:
 - response/s to Government inquiries/submissions
 - events involving international and national organisations
 - research and reporting
 - community awareness campaigning.
- Working with external suppliers and engaging internal business areas to effectively support the roll-out of a major corporate rebrand from the website to educational materials and signage etc (look and feel as well as content/positioning).

- Electronic media release and newsletter (Bulletin) collation and distribution.
- Publishing to social media.
- Daily media (including social) monitoring and publishing of media articles to the ASB website, and distribution of summary monthly media monitoring.
- Managing subscriber lists.
- Updating the ASB website and blog.
- Drafting, editing and proof-reading documents including replies to email enquiries and blog comments.
- Preparing Powerpoint/other presentations for external audiences.
- Event organisation including coordinating logistics and budget management.
- Investigating complaint and case statistics using internal case management system in relation to project work and for provision to industry organisations.
- Use of Excel spread sheets and data manipulation.

SELECTION CRITERIA

1. Strong written and verbal communication skills and experience in preparation of a variety of communication materials, including submissions, presentations and enquiry responses.
2. High level research, organisational and liaison skills and experience in general project work tasks, in particular providing assistance with information gathering and small and large event organisation.
3. Experience with web content management and social media tools, spread sheets and databases.
4. Ability to work with a small team in a challenging and constantly changing environment.

TO APPLY

Please provide a one page pitch showcasing how your skills and experience address the Selection Criteria by Wednesday 24 January 2018.

Please also include a CV (max 4 pages) and cover letter addressed to:

Recruitment Officer
Advertising Standards Bureau
PO BOX 5110
BRADDON ACT 2612

Or email to Paula Jones, Communications Manager - pjones@adstandards.com.au