



Duty Statement and Selection Criteria

Communications and Project Officer

POSITION TITLE:	Communications and Project Officer
REPORTS TO:	Communications Manager
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

Overview

Ad Standards is Australia's independent advertising complaints adjudicator working with the ad industry and the community. Our role is to administer Australia's national system of advertising self-regulation in relation to both public and competitor complaints.

We provide information and advice to help ensure the general standards of advertising are in-line with community values. Ad Standards also works to efficiently promote the complaints adjudication component of the advertising self-regulation system in Australia.

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

Skills and experience:

- Qualifications in a communications-related discipline or relevant experience working in a communications role.
- Demonstrated ability to communicate effectively including a high standard of writing.
- Demonstrated experience producing targeted content across a range of channels.
- Media and social media strategy experience including responding to enquiries.



Duties and responsibilities

Responsibilities include, but are not limited to:

- Assist 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.
- Daily media monitoring (including social media) and publication of media coverage to the Ad Standards' website. Distribution of the monthly media 'clips' to internal stakeholders.
- Ensure the subscriber distribution list and external stakeholder contact lists are current.
- Implement the social media strategy, and moderate online commentary.
- Maintain a calendar of proactive media/social media opportunities and identify strategic opportunities to leverage, targeted to both advertiser/SME and general community segments.
- Draft and distribute approved media releases, blogs and monthly newsletters through an electronic database and publish to social media and the Ad Standards website.
- Respond to media enquiries.
- Provide effective online content management and ensure website content is current and accurate.
- Provide research, organisational and liaison support to the wider team, including information gathering and small and large event organisation.
- Draft, edit and proof-read documents and publications.
- Prepare PowerPoint/other presentations for external audiences.
- Investigate complaint and case statistics using internal case management system in relation to project work and for provision to industry organisations.
- Prioritise and complete work to deadline and coordinate time-critical tasks with limited direction within a small team in a challenging and constantly changing environment.
- Participate in organisational planning and participate as an effective member of a small team.



Selection Criteria

1. Experience in media and strategic communications, including the development and delivery of a range of communication products.
2. Experience in developing and implementing digital strategies across social media and online, including online content (website) management.
3. Excellent communication skills with the proven ability to produce targeted content and build stakeholder relationships.
4. Understanding of (or the ability to quickly acquire an understanding of) self-regulation and the environment in which Ad Standards operates.

To apply please provide:

1. A one-page pitch showcasing how your skills and experience address the Selection Criteria above (one page max).
2. A resume including the name and contact details of two referees (four pages max).

Only applications that meet these requirements will be acknowledged.

Please send applications by email or post:

By email:
Paula Jones
pjones@adstandards.com.au

By post:
Paula Jones
Communications Manager
Ad Standards
PO BOX 5110
BRADDON ACT 2612

Applications close COB Friday 20 September 2019.