Duty Statement and Selection Criteria

Communications Officer

POSITION TITLE: Communications 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 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.

## Essential skills and experience:

* Demonstrated ability to communicate effectively including a high standard of writing.
* Communications qualifications with expertise in PR, Journalism or Digital Media with two to three years’ experience (or relevant experience working in a communications role).
* Demonstrated experience producing targeted content across a range of channels.
* Essential ability to juggle priorities, meet deadlines and provide high-level administrative support.

## Duties and responsibilities

Responsibilities include, but are not limited to:

Media, social media and website content management

* 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.
* 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.
* 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.
* Provide effective online content management and ensure website content is current and accurate.
* Draft, edit and proof-read documents for print and online publication.

Administration and project support

* 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.
* Ensure the subscriber distribution list and external stakeholder contact lists are current.
* Provide research, organisational and liaison support to the wider team, including information gathering and small and large event organisation.
* 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 written 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:

1. Please address the Selection Criteria above in one page (max).
2. Please provide two examples of your written, digital media/marketing or campaign work.
3. Please include a resume including the name and contact details of two referees (four pages max).

*Only applications which meet these requirements will be acknowledged.*

Please send your application 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 Monday 21 October 2019.**