

POSITION DETAILS

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| POSITION TITLE | Communications Officer |
| DEPARTMENT | Secretariat |
| LOCATION | AWU Victorian Branch – Melbourne Office |
| WORKING CONDITIONS | <ul style="list-style-type: none"> • Full-time • Regular “out of hours” work required • Interstate/intrastate travel may be necessary |
| REPORTING TO (ROLE) | Branch Secretary and/or his or her nominated delegate |

POSITION SUMMARY

As the Communications Officer you will:

- Develop, manage, and implement communication strategies and plans ensuring the communication needs and outcomes for the AWU Victorian Branch
- Work with Delegates, activists, and other AWU officials & organisers to develop and implement material for industry and union-wide campaigns
- Assist with the production of all key AWU publications
- Write, design and distribute The Weekly Worker
- Assist with building our following on social media channels, and content co-ordination
- Create content for our website
- Design workplace posters, notices, flyers, stickers and merchandise
- Capture still and video content as and when required
- Create and update a comprehensive media distribution list
- Respond to media inquiries and develop media releases and talking points
- Assist with the daily monitoring and analysis of news media and other media including new media
- Research and co-ordinate submission papers, grants and reports
- Assist with additional ad hoc tasks as required and directed by the Branch Secretary

KEY RESULT AREAS

- Act in accordance with the rules of the Union at all times
- Deliver member-focused and tailored communication
- Provide timely, accurate and effective communication services
- Respond to the communication needs of the Union and proactively identify opportunities to promote the AWU's key messages and improve awareness around key issues

DECISION MAKING AUTHORITY

- Decisions directly related to position summary and key result areas as defined above
- Whenever possible, decisions should be made in consultation with the Branch Secretary and/or his or her nominated delegate

RELATIONSHIPS

KEY INTERNAL RELATIONSHIPS

- Branch Secretary
- Assistant Branch Secretary
- Branch Executive
- Lead Organisers
- Organisers / Membership Officers / Industrial Officers / WorkCover Officer / OHS Officers / Training Department
- AWU Delegates, HSRs and members

KEY EXTERNAL RELATIONSHIPS

- Members of the Public
- Employers
- Media
- Other AWU Branches
- Other Unions
- External service providers

KEY COMPETENCIES

Experience/Qualifications:

- Tertiary qualifications are preferable
- Experience with Adobe Creative Suite applications
- Experience using EDM tools and producing high quality communication materials
- Experience working in a political or trade union environment is desirable

Skills:

- Proficient in creating printed materials and knowledge of print-specific requirements
- Excellent written/oral communication and interpersonal skills
- Strong organisational skills
- A demonstrated ability to establish and maintain effective professional relationships
- Strong letter writing, report writing, and filing skills
- Excellent time management skills
- Advanced skills in Microsoft Office programs
- Strong attention to detail, particularly around editing and proofing
- Demonstrated initiative and ability to work without constant supervision
- Proven ability to prioritise tasks and meet deadlines in a demanding environment

Attributes/Behaviours:

- Self-motivated
- Good team player
- Punctual
- Thorough and accurate
- Follow instructions
- Ability to learn new skills and adapt
- Flexible, adaptable with working hours to suit business requirements
- Results oriented with a 'Can Do' attitude
- Commitment to trade unionism and social justice