

## POSITION DESCRIPTION

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**POSITION TITLE:** Communications and Media Adviser

**REPORTS TO:** Chief Executive Officer

**LOCATION:** Collingwood and remote working

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### BACKGROUND

Children and Young People with Disability Australia (CYDA) is the national representative organisation for children and young people with disability aged 0 to 25 years. CYDA is a not for profit organisation and advocates for children and young people with disability living in Australia.

### CYDA'S VISION

CYDA's vision is that children and young people with disability living in Australia are afforded every opportunity to thrive and achieve their potential, and that their rights and interests as individuals, members of a family and community are met.

### CYDA'S ROLE

CYDA has the mandate to advocate for children and young people with disability living in Australia and undertakes the following to achieve its purpose:

- **Listening and responding** to the voices and experiences of children and young people with disability.
- **Advocating** for children and young people with disability for equal opportunities, participation, and inclusion in the Australian community.
- **Educating** national public policy-makers and the broader community about the experiences of children and young people with disability.
- **Informing** children and young people with disability, their families and care givers about rights and entitlements.
- **Celebrating** the successes and achievements of children and young people with disability.

### STRATEGIC PLAN

Our work is guided by our 'Strategic Plan 2017-2020' which outlines our strategic directions. CYDA's next strategic plan will be finalised before the end of 2020. Our new strategic plan will have a major focus on amplifying the voice of children and young people with disability and changing community attitudes to enable their full inclusion and rights are upheld.

## **POSITION OVERVIEW**

The Communications and Media Adviser will support CYDA's strategic communications and media engagement. Working across the organisation, the position will develop and implement innovative communications strategies for a range of different audiences. The role will also seek broad opportunity for CYDA to engage with a range of media outlets to increase community understanding and awareness of the experiences of children and young people with disability.

**CYDA deeply values lived experience. People with a lived experience of disability or family connection with disability are strongly encouraged to apply.**

## **KEY RESPONSIBILITIES**

Contribute to CYDA's impact and reach by ensuring accessible and innovative communications through different channels, including our website, social media, media, and member relations. Activities will include:

- Collaboratively develop and implement communication strategies that are nuanced and targeted to different audiences
- Develop style guides and support CYDA staff in the implementation of different elements of the communications strategies
- Write engaging and relevant material for a variety of purposes including the website, e-News, fact sheets and other written communications
- Develop compelling, dynamic and engaging content for social media platforms, adhering to accessibility best practice
- Ensure the voices and visibility of children and young people with disability are centred in our communications and media engagement
- Support the CEO in the media engagement strategy for CYDA including drafting media releases, maintaining relationships with journalists and liaising with the media to inject CYDA into the media cycle
- Provide support and advice to CYDA staff to ensure a continuous high standard for accessible digital and physical communications materials
- Work collaboratively with CYDA staff, members and external stakeholders.

## **KEY SELECTION CRITERIA**

1. Demonstrated commitment to a rights-based approach to disability advocacy and awareness of the diversity within disability
2. Track record in developing and implementing communications strategies, tools and tactics
3. An ability to consistently produce high quality, accessible and engaging material for various channels and diverse audiences (including digital and social media)
4. Experience in media relations, writing media releases and pitching stories

5. Experience using website content management systems, such as Word Press.
6. A strong understanding of the different tones and writing styles required for diverse audiences and excellent written communication skills
7. Excellent organisational skills with flexibility to prioritise a range of competing demands and work to deadlines

## **DESIRABLE**

8. Experience in developing accessible communications (across disability types)
9. Experience working with young people and/or developing communications targeted towards people aged 25 and under.

## **QUALIFICATIONS**

Communications and media skills / qualifications would be an advantage.

## **SALARY AND CONDITIONS**

The Communications Adviser is a part-time (25 hours per week) fixed term position until 30 June 2022.

The rate of pay is subject to negotiation and will be based on qualifications and experience (in the range of \$80,000 to \$90,000 pro-rata). Generous salary packaging is available.

Conditions of employment are set out in the Employment Agreement and generally align with those available in the community services industry.

A probationary period of six months forms part of the Employment Agreement.

## **OTHER RELEVANT INFORMATION**

An offer of employment is subject to obtaining a satisfactory National Police Records Check and Working with Children Check.

## **TO APPLY**

To apply for this position please send your application to [info@cyda.org.au](mailto:info@cyda.org.au) by 11:59pm Sunday 8 November 2020. Applications should include:

- a cover letter addressed to Mary Sayers, Chief Executive Officer
- a statement addressing the selection criteria
- your current CV / resume.

Applications provided in other formats due to access needs will be considered, please contact us to discuss this.

For accessibility enquires or any further information please contact CYDA on 03 9417 1025 or [info@cyda.org.au](mailto:info@cyda.org.au).