



Position Title	Manager, Communications and Content
Department	Membership and Engagement
Date Reviewed	December 2021

Incumbent Name	VACANT	
Signature		Date

College Overview

The Australasian College for Emergency Medicine (ACEM) is a not-for-profit organisation responsible for the training, assessment and continuing professional development of emergency physicians as well as the advancement of professional standards in emergency medicine in Australia and Aotearoa New Zealand.

Our vision is to be the trusted authority for ensuring clinical professional and training standards in the provision of quality, patient-focused emergency care.

Our mission is to promote excellence in the delivery of quality emergency care to all our communities through our committed and expert members.

The ACEM Core Values which employees and members hold themselves and others accountable are:

- Equity
- Respect
- Integrity
- Collaboration

Department Overview

The Membership and Engagement Department is responsible for the provision of membership services, wellbeing initiatives, resources, and programs to support and enhance membership engagement, organisational culture, and networking opportunities. The Department has several stands of activity arranged into Divisions and Units, each of which is led by a General Manager or Manager, who reports to the Executive Director, as follows:

- *Communications and Media*: Responsible for delivering all digital communications, content, campaigns, media, and publications to support the initiatives, advocacy and work of the Membership and the College.

- *Events*: Responsible for delivering a broad range of educational and networking events, including but not limited to the Annual Scientific Meeting, Winter Symposium and ICEM, and coordinating associated sponsorship and exhibitions across Australasia.
- *Human Resources*: Responsible for providing HR service and support to employees of the College underpinned by best-practice policies and procedures, employment relations advice, performance appraisals, employee engagement, wellbeing, workplace health and safety, professional development and recruitment.
- *Membership and Culture*: Responsible for the administration of incoming and outgoing members of the College, including providing a range of programs, initiatives and resources aimed at supporting the wellbeing, engagement and culture of Members and trainees. In addition, this Unit oversees the coordination of the College's Foundation, honours and awards.

Position Purpose

The primary purpose of the role is to lead and manage the planning, coordination, production and delivery of multimedia communications content – including graphic design, layout, photography, and videography – and strategy to support College initiatives and campaigns across the web, social media, education channels and platforms, and marketing collateral and publications.

Key Responsibilities

The key responsibilities of the role shall include, but not be limited to:

- Development and production of communications and content, including oversight and management of ACEM's communications calendar to help the College meet its key objectives as outlined in the Strategic and Business Plans.
- Management of the ongoing delivery of communications and campaigns to support the College's core business across education, training, research, policy and advocacy and membership engagement activities and events – with a focus on planning, business process development and coordination.
- Maintenance and implementation of the communications and content strategy, ensuring the alignment of campaigns, content, programs, and processes in accordance with the Strategic and Business Plans.
- In collaboration with the General Manager, Communications and Media and relevant stakeholders, lead the planning for a variety of communications, learning and marketing products, across a range of channels, including social media to optimise communications content.
- Provision of management and leadership of the Communications and Content Unit, including supporting the professional development of direct reports, allocating tasks and conducting performance reviews, to ensure the delivery of high quality, on-brand graphic design, communications and content services in an efficient and timely manner.
- Act as the key point of contact across the organisation to facilitate the commissioning, production and delivery of Communications content and campaigns in line with organisational objectives.
- Ongoing management of the College's branding collateral and promotion of the ACEM style guide to ensure consistency in messaging, logo use, look and feel of ACEM.
- In partnership with the relevant stakeholders, deliver a range of communications projects as business needs arise.
- Oversight of the design and layout of College publications for digital and print.
- Coordination of digital photography and post-production services for web, social media and print.
- Coordination of videography, audio and video post-production services, including the filming/recording of interviews and presentations, for web and social media.

- Measure and report on communication activity and campaigns to provide reports to Management and stakeholders on success of activities.
- Oversight and maintenance of the College stock photo and video library.
- Production and development of podcasts, video content and other multimedia resources and tools to support business objectives.
- Work collaboratively and supportively across the Communications and Media Division to ensure a united, connected team, and provide support and assistance to other members of the team when required.
- Ensure all policies and procedures for the Unit remain updated, compliant and follow best practice principles.
- Promulgation and demonstration of the ACEM Core Values within the Department and across the College.
- Ensure any allocated deliverables outlined in the ACEM Business Plan are met to a high standard.
- Ensure any allocated deliverables outlined in the ACEM Reconciliation Action Plan are met to a high standard.
- Ensure any allocated deliverables outlined in Te ACEM Rautaki Manaaki Mana: Excellence in Emergency Care for Māori are met to a high standard.
- Ensure the quality recording of all processes relevant to role and responsibilities in the Promapp system.
- Demonstration of leadership to develop and maintain a culturally competent and inclusive workplace and expected to undergo regular cultural competence training.
- Other responsibilities as delegated by Management within the scope of this position.

Key Skills, Qualifications and Attributes

Essential

- Tertiary qualifications in a communications or marketing discipline or the equivalent relevant work experience in a similar role.
- Qualifications and/or demonstrated experience in the production of multimedia content in an in-house or agency environment.
- Proven experience developing and leading a collaborative and service-oriented team.
- Well-developed verbal communication and stakeholder engagement skills, including the ability to interact effectively with a range of stakeholders in the production and delivery of services.
- Strong written communication skills, with a particular focus on plain English business writing, including experience writing content for a variety of mediums.
- A solid understanding of the principles of Project Management to ensure consistent approach to all projects undertaken.
- Demonstrated advanced skills in Microsoft Word, PowerPoint, Indesign, Photoshop and Illustrator (Adobe Creative Cloud suite).
- Demonstrated intermediate skills in Premiere Pro and Audition (Adobe Creative Cloud suite).
- Beginner to intermediate After Effects (Adobe Creative Cloud suite) skills.
- Photography experience including portrait and event photography.
- Videography experience.
- High level of self-motivation, organisation and initiative, including the ability to work in a team environment to manage competing priorities, multi-task and meet tight deadlines.
- Commitment to the principles of equal opportunity, workplace diversity and industrial democracy.

Desirable

- Experience publishing video content to Vimeo including using portfolio functionality.
- Experience producing EDM campaigns with MailChimp.
- Experience publishing content to the Kentico CMS platform (or similar).
- An understanding of specialist medical Colleges or member-based organisations.

Workplace Health and Safety

All employees have a personal responsibility to work safely and to abide by health and safety legislation, policies, rules and established safe work practices. All employees are responsible for their own safety and that of fellow employees.

Organisational Relationships

Reports to	General Manager, Communications and Media
Supervision of	Coordinator, Communications and Content Communications and Content Officer
Internal Liaison	ACEM employees Members and trainees of the College
Committee Liaison	Project Reference Groups and other relevant committees
External Liaison	Other stakeholders External Suppliers

Additional Information

- May involve work outside normal business hours to meet business objectives.
- Interstate and/or overseas travel may be required.