



Position Title	Communications and Content Officer
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 provide support to the Communications and Content Unit to assist with the delivery of communications and content, using a range of channels, including print, digital platforms and social media, to meet ACEM's organisational objectives.

Key Responsibilities

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

- Provision of assistance with the production of graphic design and layout services for desktop publication in accordance with ACEM style and brand guidelines.
- Provision of on-brand graphic design services to the College for a variety of communications, learning and marketing products.
- Development and management a range of corporate templates for desktop publishing products.
- In collaboration with the Manager, Communications and Content, guide and support College employees on the application of the ACEM style and brand guidelines.
- Development and delivery of social media content, including coordination, oversight and monitoring of the College's LinkedIn, Facebook and Twitter, Hootsuite channels.
- Assist the Manager, Communications and Content with digital asset management, photography, video production, collateral and campaign planning and execution as requested.
- Maintenance, updating and cataloguing of the College stock photo and video library.
- Collaborate with the Media Relations and Publications Unit to coordinate the scheduling of social media content relevant to all communications projects and campaigns.
- Building strong relationships with internal and external stakeholders and affiliates and utilise relationships to provide efficient and collaborative communications services.
- Adherence with policies, systems, and processes to facilitate quality output and contribute to the continuous improvement of team processes.
- Work collaboratively across the Communications and Content Unit to ensure a united and connected team.
- Manage relevant shared email inboxes, as requested, and ensure a timely response to all emails.
- Demonstrate the ACEM Core Values within the Unit, 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.

- Strive to 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 qualification/s, (or near completion) in a communications or marketing discipline or the equivalent relevant experience.
- Experience working in communications, content, social media or a related discipline with skills that are transferable to this role.
- Proficiency with Adobe Creative Cloud suite software (InDesign) and Microsoft Office suite software (Word, PowerPoint).
- Experience using the Adobe Creative Suite for desktop publishing purposes.
- An ability to work collaboratively and consultatively with a range of internal and external stakeholders in the delivery of communications and content related activities, initiatives and projects.
- Strong verbal and written communication skills, including an ability to distil complex technical content into customer centric plain English, with a particular focus on writing for the web.
- Working knowledge of social media platforms to build on employer branding and engagement, including LinkedIn, Facebook and Twitter.
- High level of administrative skills with strong attention to detail.
- Proficiency in a variety of computer software applications.
- High level of self-motivation, organisation and initiative, including the ability to work both independently and in a team environment to manage competing priorities.
- Commitment to the principles of equal opportunity, workplace diversity and industrial democracy.

Desirable

- An understanding of specialist medical Colleges or member-based organisations
- A working understanding of email marketing services and membership marketing principles.

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	Manager, Communications and Content
Supervision of	Nil
Internal Liaison	ACEM Employees, Members and Trainees
Committee Liaison	Nil
External Liaison	External suppliers and stakeholders

Additional Information

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