



POSITION DESCRIPTION

Position	Communications and Campaigns Officer
Key Relationships	Manager Campaigns and Communications, Lead – Public Relations, Campaign and Communications team members, Managers and Leads of other teams, members of other teams
Salary range	Senior Administration Band 3, Level 1-5
Work Type	Full time in accordance with the New South Wales Nurses and Midwives' Association (NSWNMA) and Australian Nursing and Midwifery Federation New South Wales Branch (ANMF NSW Branch) Employment Enterprise Agreement
Direct Reports	N/A
Budget	N/A
Location	50 O'Dea Ave, Waterloo NSW 2017
Reports to	Lead – Public Relations (directly) and Manager Campaigns and Communications
Team	Campaigns and Communications
Date created	
Last updated	3 November 2025

About the Association

The New South Wales Nurses and Midwives' Association (NSWNMA) is the registered union for all nurses and midwives in NSW. We represent the industrial interests of nurses and midwives employed in NSW in the public, private, aged care and primary healthcare sectors.

Our vision is to be a strong and influential union for our members. One that is respected as a contemporary leader in society for its innovation and achievements.

At NSWNMA, we are strongly committed to fostering a respectful and safe workplace culture that thrives on our values on collectivism, advocacy, innovation, integrity and courage.

About the team

The Campaigns and Communications team is a multidisciplinary team that lead the communications and campaigns strategies to further the goals of the Association. The team has a diverse range of skills that provide advice, guidance and support to other teams within the Association.

Purpose of the role

The primary purpose of the Communications and Campaigns Officer is to develop campaign and communication strategies in line with the strategic goals of the NSWNMA and communicate these effectively.



Key Accountabilities

1. Develop campaign and communication strategies in line with the strategic goals of the NSWNMA
2. Research and develop campaign and communications materials, including talking points, FAQs and key messages
3. Write campaign and operational emails, utilising digital tools to increase engagement
4. Sub-edit reports, submissions, emails, letters of correspondence and other materials as required
5. Write annual report and all other core materials for the Association
6. Provide editorial support to Executive and assist Campaigns and Communications Manager in project development
7. Support Media Advisor and Digital Campaigner when required.

Key Challenges

- The role operates with a high level of autonomy and is expected to have the capacity to provide strategic guidance and operational oversight to ensure work is delivered efficiently and effectively.
- This role is expected to exercise a high level of judgement, harnessing opportunities to make relevant and timely recommendations to the Senior Leadership Team and Elected Officers.
- At times, this position may require occasional work outside standard business hours.

Qualifications

Essential

- Tertiary qualifications in Communications, Public Relations, Journalism or a similar discipline

Knowledge and Experience

Essential

- Minimum of 8-10 years' relevant experience in a communications role.

Desirable

- Solid understanding of the political landscape (state and federal) and experience executing political strategies
- Experience working with digital tools and driving content for online platforms.

Skills

Essential

- Excellent writing and editorial skills with ability to provide editorial direction
- Excellent communication, planning and organisational skills with ability to meet deadlines
- Demonstrated strategic thinking skills and ability to problem solve
- Advanced skills in digital communication, including the ability develop and implement online campaigns

Other

Commitment to the union movement and the values of the organisation.