

Australasian College of Road Safety

Position:	Communications and Media Officer
Reporting to:	Communications and Design Manager
Status:	Fixed Term Part Time
Location:	Remote

Organisation Overview

The Australasian College of Road Safety (ACRS), a not-for-profit, is Asia-Pacific's leading membership association for road safety professionals, advocates, and members of the public who are focused on saving lives and eliminating serious injuries on our roads. Established in 1988, ACRS provides a collaborative environment promoting communication, networking, professionalism, and advocacy through policy, research and the Journal of Road Safety to eliminate fatal and serious road trauma.

ACRS is an Equal Employment Opportunity (EEO) employer and encourages people from a diverse range of backgrounds to apply, including Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds and people with disabilities.

Position Overview & Purpose

The **Communications and Media Officer** (CMO) supports the delivery of the ACRS communications, media engagement, digital marketing, and event promotion activities. The role is responsible for coordinating social media and member communications, supporting media relations, and delivering communications and promotional activities for the Australasian Road Safety Conference, awards programs, webinars, and organisational initiatives.

Working collaboratively across the organisation, the position ensures communications are professional, evidence-based, aligned with ACRS branding and messaging, and contribute to strengthening member engagement, stakeholder relationships, and road safety outcomes.

Characteristics of the Applicant

- Flexible, able to shift priorities in a dynamic and ever-changing environment
- A solutions-focused attitude to respond efficiently to different challenges and opportunities
- Tech savvy, comfortable working with digital systems and processes
- Strong attention to detail and accuracy
- Ability to learn new skills with enthusiasm
- Strong stakeholder engagement skills across diverse groups
- Collaborative team player with a focus on shared outcomes
- A passion for reducing road trauma

What you'll be doing

Social Media and Digital Engagement

- Build, schedule and maintain content across all ACRS social media platforms for events, conference, publications, awards campaigns, and member activities.
- Build and schedule member communications in Mailchimp (or similar) relating to events, conference, initiatives, publications, awards campaigns, and organisational activities.
- Monitor social media engagement and respond to enquiries.
- Ensure social media content aligns with organisational messaging and branding.

Conference Marketing

- Write, post and monitor social media posts in line with ARSC marketing timetable to ensure maximum reach.
- Ensure sponsors and partners receive promotional recognition in accordance with sponsorship agreements and funding requirements (with support of Communications and Design Manager).
- Support event communications strategies to maximise attendance and engagement.

Media Relations

- Manage media enquiries and coordinate interviews with subject matter experts and organisational representatives.
- Prepare briefing notes and media materials informed by evidence-based road safety research (with support of Communications and Design Manager).
- Draft media releases, statements, alerts, and communication responses (with support of Communications and Design Manager).
- Build and maintain relationships with media contacts and stakeholders.

Awards Program Management

- Work with Australasian Road Safety Conference PCO to deliver the annual Awards Gala Dinner, including:
 - Event procedures,
 - Script for Awards presentation,
 - Liaise with Award winners on procedures for Gala Dinner, and
 - Ensure all Award Sponsors are officially acknowledged.

Event Coordination

- Organise specialist online and in-person events.
- Coordinate promotional activities and operational communications for events.
- Organise event promotion via member email, social posts.

Other Duties

- Provide technical support for online meetings and presentations.
- Respond to member and stakeholder enquiries.
- Provide leave coverage for the Communication and Design Manager, as required.

- Support broader organisational communications and strategic initiatives.
- Book travel, accommodation and events.
- Attend meetings.
- Undertake other duties within the scope of the role as needed.
- Attend ACRS in-person meetings as required, including at least 4 staff planning days each year.
- Attend the Australasian Road Safety Conference, supporting the ACRS booth and engaging with members.

What you should have

Key capabilities:

- Demonstrated experience in media, communications, public relations, social media management, or event marketing roles.
- Experience managing social media platforms and digital engagement campaigns.
- Strong written and verbal communication skills.
- Excellent organisational skills with the ability to manage and prioritise workload, demonstrate initiative and work under pressure to meet deadlines.
- High level of attention to detail and accuracy.
- Ability to work independently in a remote working environment.
- Strong computer literacy and confidence using digital systems.

Desirable:

- Tertiary qualification in Communications, Public Relations, Journalism, Marketing, Media, Event Management, or a related discipline.
- Additional qualifications or training in media relations, event management, or digital marketing.
- Experience coordinating events, conferences, awards programs, or stakeholder engagement activities.
- Experience drafting media releases and coordinating media responses.
- Experience using Mailchimp (or similar) and digital communications platforms.
- Experience in a membership-based or not-for-profit (NFP) organisation.
- Experience in Microsoft 365 and SharePoint.

Hours & Remote working

The ACRS team is fully remote. You will be required to have suitable home office facilities and the ability to work effectively in a remote environment.