

## Position Description

<b>Organisation</b>	Youth Action
<b>Location</b>	Darlinghurst
<b>Position</b>	Communication & Advocacy Officer
<b>Employment type</b>	Full time, 35 hours per week, ongoing position
<b>Award grade</b>	Level 4.1, SCHADS
<b>Remuneration</b>	\$92,286 plus 12% superannuation
<b>Enterprise agreement</b>	Youth Action & Policy Association (NSW) Inc. Enterprise Agreement

### About this Role

Are you a creative communicator ready to shape conversations that put young people front and centre?

Youth Action is looking for a passionate Communication & Advocacy Officer to drive our strategic messaging, brand voice, and media presence – while supporting our systemic advocacy and policy work. You'll develop clear, accessible communications that amplify young people's voices, elevate Youth Action's advocacy priorities, and contribute to broader social change. This is an ideal opportunity for an early-career communications professional looking to deepen their impact in a values-driven organisation dedicated to social justice.

This is your chance to:

- Expand your communications and advocacy career while creating impactful change for young people
- Help shape statewide initiatives, policy development, and public narratives that support and value young people
- Collaborate across policy, project, and research work to ensure messaging is bold, values-driven, and effective
- Join a small, purpose-driven organisation committed to equity, justice, and youth voice

You'll work closely with the CEO, General Manager, as well as policy and program staff to develop and deliver compelling communication and advocacy strategies, lead media engagement, manage brand and digital content, and ensure communication activities contribute to policy and advocacy outcomes.

Join a small, passionate team leading social change in NSW. At Youth Action, we value collaboration, creativity, and genuine participation. You'll be supported to bring bold ideas to life, work flexibly, and grow professionally – all while making a tangible difference in the lives of young people across the state.

## Position Objectives

- Develop and implement Youth Action's communications and advocacy strategy in line with organisational goals, key initiatives, and policy priorities.
- Manage, enhance and monitor Youth Action's digital presence and implement digital engagement strategies across website, social media, and other platforms.
- Lead Youth Action's media engagement strategy, build relationships with journalists, coordinate media outreach, and monitor emerging issues.
- Write, edit, and publish engaging content for social media, websites, campaigns, media, newsletters, and organisational publications.
- Profile the voices and lived experiences of young people through storytelling that supports advocacy and systems change.
- Support thought leadership by preparing op-eds, articles, and presentations for the CEO and senior leadership.
- Ensure strong and consistent brand and visual identity through a style guide and youth-friendly language guide.
- Collaborate with project and policy teams to align messaging with youth voice and evidence-informed advocacy.

## Accountabilities

### Communications & Advocacy Strategy

- Design and deliver a comprehensive communications and advocacy strategy that supports Youth Action's mission and organisational priorities.
- Collaborate with internal teams to ensure communications strategy aligns with advocacy goals, youth voice, and campaign milestones.

### Digital Strategy & Engagement

- Manage and enhance Youth Action's digital presence across multiple platforms and channels, including the website, social media, and e-newsletters.
- Develop and implement digital engagement strategies that grow audience reach and deepen engagement.
- Use analytics tools to track, report on, and improve the performance of digital communications.
- Ensure digital content is accessible, inclusive, and reflective of the diversity of young people and the youth sector.

### Media & Thought Leadership

- Proactively lead Youth Action's media engagement strategy to increase visibility and influence on key issues affecting young people.
- Draft and distribute media releases, media advisories, and opinion pieces that reflect organisational priorities and amplify youth voices.
- Conduct media outreach and pitch stories to journalists and media outlets, building Youth Action's profile as a trusted advocacy voice.

- Build and maintain strong relationships with journalists, editors, and youth-focused media platforms.
- Monitor media coverage and emerging public debates related to young people and the youth sector, providing timely insights to inform advocacy and policy responses.
- Support thought leadership by preparing talking points, speeches, presentations, and articles for the CEO and senior leadership.

### **Advocacy & Voice**

- Use storytelling, lived experience, and youth-led content to highlight the diverse voices of young people – including LGBTIQ+ young people, First Nations young people, young people with disability, and young people from culturally and linguistically diverse backgrounds – aiming to influence public and policy discourse.
- Assist in developing advocacy materials, position statements, and policy summaries for multiple audiences including media, government, and the public.

### **Content Creation**

- Write, edit, and publish compelling and accessible content across a range of platforms, including social media, websites, newsletters, reports, and campaign materials.
- Ensure all content aligns with Youth Action's tone, values, and strategic messaging.
- Collaborate with staff and young people to generate content that profiles youth perspectives and community experiences.

### **Design & Brand Management**

- Create engaging visual assets using Canva or similar design platforms.
- Maintain brand consistency across all internal and external communications.
- Develop and manage a clear and up-to-date communications style guide and youth-friendly language guide.

### **Organisational Contribution**

- Support strategic advocacy efforts and contribute to organisational projects and initiatives, internal planning processes and reporting requirements.
- Contribute to Youth Action's strategic objectives as well as represent and promote Youth Action's mission and values.
- Follow all organisational policies and procedures.
- Carry out other relevant duties as needed.

This role contributes to Youth Action's strategic objectives:

**Value Young People:** Decision making processes in NSW value the diverse range of young people as experts in their own lives.

**Professional Youth Sector:** The NSW Youth Sector is recognised as professional in Youth Development.

**Sustainable and Strong Youth Action:** Youth Action is a respected and sustainable peak body for young people and the youth sector.

## What You'll Bring to the Role

- Knowledge of strategic communication, advocacy, and brand management principles.
- Tertiary qualifications in a relevant field – such as communications, public relations, journalism, media, public policy, or equivalent real-world experience that demonstrates your capability.
- At least two years' experience in a communications role, ideally in the youth, community development, social impact, or non-profit sectors.
- Outstanding written, verbal, and visual communication skills, with the ability to tailor messaging to diverse audiences.
- Demonstrated experience delivering high-quality digital content and managing digital platforms to support strategic goals.
- Experience working with the media as well as awareness of the media landscape in NSW and Australia.
- Confidence using Canva or similar design tools to create graphics, infographics, and communication materials.
- A proven ability to work independently and collaboratively in a fast-paced, purpose-driven team, meeting deadlines, hitting project goals, and pivoting when priorities shift – bringing a flexible, can-do attitude.
- A strong commitment to teamwork, creative problem-solving, collaboration and bringing enthusiasm to every aspect of your work.
- A genuine passion for social justice and a clear vision for how communication and advocacy can create impact for young people and their communities.
- Experience working with young people from diverse backgrounds, including Aboriginal and/or Torres Strait Islander young people, LGBTIQ+ young people, young people with disability, and those from culturally and linguistically diverse backgrounds.
- A current Working with Children Check clearance and National Police Check review.

## Working at Youth Action

Youth Action is the peak organisation representing young people and the services that support them in NSW. We have represented young people and the Youth Sector for over 30 years and are supported by over 150 Member organisations.

We have a safe, progressive, and equitable culture. We encourage all to apply, including LGBTIQ+, First Nations people, people with disability, and those from diverse cultures, backgrounds, and experiences.

Working at Youth Action is a great opportunity to grow in your chosen profession, build new skills, and gain experience that will support your career long into the future. We're committed to supporting your professional development and progression, and you'll be part of a team that values learning, collaboration, and purpose-driven work. You'll also enjoy time-in-lieu for any occasional after-hours or weekend work, 4 weeks of annual leave,



and additional end-of-year leave.

## Contact

Please send any queries to our General Manager [at\\_recruitment@youthaction.org.au](mailto:at_recruitment@youthaction.org.au).