



POSITION DESCRIPTION

Position Title: Digital Engagement Officer

Employment Status: Full-time, 12 month contract, subject to probation period

Salary and Classification level: Organiser Level 2 (excludes Organiser Expense Allowance)
\$103,183 to \$121,648 + 15.4% superannuation
Organiser 2.1 to 2.5
(Salary dependant on skills and experience)

Position reports to: Director Campaigns and Communications

Positions reporting to this position are: Nil

Location: Any State or Territory capital city office, Australia wide

Conditions of employment: Excellent conditions of employment, flexible working hours and access to up to 13 accrued days off a year, family friendly conditions.

OVERVIEW OF POSITION

The CPSU is an active and progressive union representing workers in the Australian Public Service, the ACT and Northern Territory public service, the telecommunications sector, call centres, employment services and broadcasting. We are a national union with members in every state and territory.

We're looking for a dynamic and innovative digital engagement officer who can identify opportunities, implement and evaluate content to drive a collaborative approach to member and delegate engagement. Your role will involve leveraging digital platforms, such as social media, websites and email to drive engagement, achieve campaign objectives, and build relationships. The position will report to the Director of Campaigns and Communications and will be primarily responsible for:

- Working with staff across the union to proactively identify opportunities to enhance digital engagement.
- Staying informed about industry trends and best practices in digital engagement and communication.
- Producing dynamic and effective digital content for social media and web publication.
- Managing CPSU social media accounts, including responding to comments and messages from followers in a timely and professional manner.
- Evaluating and reporting to teams and the Executive on digital engagement and recommending improvements to enhance user experience and engagement.
- Other relevant duties as required, such as graphic design, video production, content writing, producing website content.

To be successful, you will have:

- Excellent relationship management skills.
- Sound judgement and problem-solving skills.

- Organisation, project and time management skills and the ability to balance competing priorities.
- A strong focus on proactive identification of new opportunities and the ability to work collaboratively with other staff and external stakeholders.
- Technical skills and the ability to learn and adapt to new technologies and tools.
- The ability to manage your own workload across various projects and stakeholders to deliver on time.
- The ability to produce content that delivers on campaign objectives.

A competitive remuneration package, commensurate with experience, will be offered to the successful candidate.

SELECTION CRITERIA

REQUIRED SKILLS, KNOWLEDGE & ABILITY

Essential

1. A commitment to union values and principles.
2. Demonstrated ability to create and evaluate digital content that delivers campaign objectives.
3. Capacity to meet deadlines and manage rapid responses as part of a small team in a high-pressure environment.
4. Demonstrated strong collaboration skills.
5. Experience in digital content production, social media, and other online platforms and tools.
6. Ability to establish and maintain positive and professional working relationships with diverse groups of people including union staff, officials, delegates and members.
7. Capacity to embrace new technologies and strategies to promote the CPSU.

HOW TO APPLY

You must address the **Selection Criteria** and complete the on-line **Employment Application Questionnaire** <https://cpsu.snapforms.com.au/form/cpsu-employment-application> to be considered for this position.

Please note applications submitted without examples of previous work (preferably via links rather than attachments) will not be considered.

Please submit your application by close of business **Wednesday, 12 August 2026**.

Inquiries to: Liz Bower, Director of Campaigns and Communications liz.bower@cpsu.org.au

The CPSU is an equal opportunity employer and actively encourages women, Aboriginal and Torres Strait Islanders, and people from culturally and linguistically diverse backgrounds to apply for this position. Selection is merit based. Part time employment opportunities may be considered where suitable.