

National Communications and Design Officer

By your side



About the ASU

The Australian Services Union (ASU) is one of Australia's largest unions, representing almost 140,000 members across local government, community and disability services, public services, airlines, energy, call centres, legal, IT, and administration workers around the country. ASU members power every community, delivering essential services every single day. This role is based in the ASU's national office which provides member, industrial, campaign, policy, research, communication and other strategic support to our branches around the country. We are proud to be a progressive, growing and member-led union.

Position Overview

- **Position Title:** National Communications and Design Officer
- **Employment Type:** Ongoing, Full-Time
- **Classification:** Grade 4 - starting salary dependent on skills and experience
- **Additional Benefits:** Enterprise agreement includes 16% super + RDOs
- **Reports to:** National Campaign and Member Engagement Lead
- **Location:** National Office, Melbourne
- **Special conditions:** Travel interstate may be required

Key Responsibilities

Under the direction of the National Campaign and Member Engagement Lead and the National Campaign and Growth Director, the Communications and Design Officer will work within the Campaign and Growth team to:

1. Write, edit and produce clear, accessible and engaging content across digital and traditional channels, including email, social media, websites, print, video, presentations and publications.
2. Translate complex industrial, policy and campaign information into compelling audience-focused content and messaging with clear calls to action.
3. Work with members, delegates, branches and other staff to identify, develop and tell authentic stories that demonstrate collective action, workplace wins, member experiences and union impact.
4. Support national campaigns, and member engagement, recruitment and retention initiatives by turning strategies, project plans and creative briefs into effective written, visual and digital communications tailored to different audiences and channels.
5. Develop and deliver social media and digital content strategies, including creating, scheduling, publishing and monitoring organic and paid content to grow audiences, increase and encourage action.

6. Collaboratively maintain the national union's website, ensuring written and visual content is current, accurate, accessible, engaging and visually compelling.
 7. Develop creative concepts and design and deliver high-quality campaign and communications materials, including print materials and merchandise, and adaptable templates and resources for ASU branches, while maintaining a consistent identity that reflects the ASU's style guide, values and diverse membership.
 8. Plan, capture and edit video and photographic content for campaigns, social media, member communications and events, and maintain organised national libraries of approved images, video, design files, templates and other creative assets.
 9. Monitor, analyse and report on communications and campaign performance, using member research, audience insights and engagement data to improve content and messaging, and inform future activities.
 10. Work collaboratively with ASU branches and National Office staff, provide practical communications, social media and design advice, and manage competing projects and deadlines.
 11. Undertake other duties as directed by the National Campaign and Member Engagement Lead, the National Campaign and Growth Director or the National Secretary or Assistant National Secretary from time-to-time.
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Selection Criteria

The qualifications, skills, capabilities and experience required for this role include:

Essential:

1. Relevant qualifications in communications, design, digital media, marketing, or a related field, and/or relevant professional experience.
2. At least three to five years' experience in a communications, content, digital, campaign or design role.
3. Excellent writing and editing skills, with the ability to turn complex information into clear, accurate and engaging content for different audiences and channels.
4. Demonstrated experience developing and delivering content across social media, email, websites, print, and other digital channels, including organic and paid campaigns.
5. Strong design and creative production skills using Canva and Adobe Creative Cloud, with the ability to produce high-quality content across digital and print formats.
6. Experience planning, capturing and editing video and photographic content, with strong storytelling skills and the confidence to work directly with members, delegates and staff.
7. A sound understanding of branding, accessibility and inclusive communications, with the ability to create content that reflects and engages the ASU's diverse membership.
8. Strong project management and organisational skills, with the ability to manage competing priorities, tight deadlines, and deliver high-quality work from brief to completion.
9. Demonstrated ability to work collaboratively and independently, take initiative, exercise sound judgement and respond constructively to feedback.
10. Ability to use audience insights, feedback and digital performance data to evaluate and improve communications and campaign content.

Desirable:

1. Experience with paid digital advertising, website and email optimisation, content management systems, Google Analytics or other digital reporting tools.

2. A commitment to union values and improving the lives of working Australians. Experience in the union movement, community sector, advocacy or social justice organisations is highly desirable.

Organisational Relationships

Key internal relationships include:

- Reporting to the National Campaign and Member Engagement Lead
- Taking directions from the National Campaign and Growth Director, the National Secretary or Assistant National Secretary
- Contributing as a member of the National Campaign and Growth team which includes campaigns, member engagement and retention, membership systems, website, policy, advocacy, research, branding, communications, and media.
- Working closely with the other staff in the National Office including the leadership, administration and industrial teams.

Other key relationships include:

- ASU branch officials, staff, organisers, delegates and members
- Other unions and related representative peak bodies and associations
- Employers of ASU members, where required
- Various campaign, member and communication stakeholders and
- Suppliers, printers, production providers, agencies or other vendors engaged by the National Office.

General Statement

This position description describes the general content and requirements for performing this role. This is not an exhaustive statement of duties, responsibilities or requirements. The performance of other duties within the employee's competence and skill set will be required from time to time to meet the needs of the Union.

Privacy

The collection and handling of applicant or employee information will be consistent with the requirements of the Privacy Act 1988.

Date: 07/10/2026