JOB TITLE:	**Communications Worker (Social Media)**
JOB TYPE:	*Permanent part-time (15hrs per week)*
CLASSIFICATION:	Social and Community Services Employee Level 3
LOCATION:	Main office, 267 Broadway, Glebe NSW 2037 (Hybrid)
REPORTS TO:	Communications and Media Lead (Leader SCHCADS Level 5)
TEAM:	Community Engagement

INTRODUCTION

NUAA is a peer-led organisation committed to promoting the health, human rights, and dignity of people who use or have used drugs. To contribute to the operational objectives of their work area, a position at this level may undertake responsibility for various activities in their specialised area.

SKILLS EXPECTED AT SOCIAL AND COMMUNITY SERVICES EMPLOYEE LEVEL 3

- Works under general direction in the application of procedures, methods and guidelines which are well established.
- Solves problems of limited difficulty using knowledge, judgment and work organisational skills acquired through qualifications and/or previous work experience.
- Assistance is available from senior employees. Employees may receive instruction on the broader aspects of the work.
- May provide assistance to lower classified employees.
- Has scope for exercising initiative in the application of established work procedures.
- May be required to establish goals, objectives and outcomes for their own work program or project.
- May be required to supervise lower classified staff or volunteers in their day-to-day work.
- Is responsible for managing and planning their own work and that of subordinate staff or volunteers, and may be required to deal with formal disciplinary issues within the work area.
- Those with supervisory responsibilities should have a basic knowledge of the principles of human resource management and be able to assist subordinate staff or volunteers with on-the-job training.

OVERALL RESPONSIBILITIES OF AN EMPLOYEE AT SCHADS LEVEL 3

- Ensure that the goals and strategic aims of NUAA as a community-based, peer-led organisation are foremost in achieving all work. This should direct both a way of working and the end results.
- Understand and adhere to the expectations of a NUAA employee. This includes following NUAA's Code of Conduct as well as policies and procedures. Employees are expected to take part in required meetings, supervision and training.
- Be a conduit between the community of people who use and inject drugs and NUAA to ensure issues and concerns are raised and heard by senior management.

- Ensure that community issues arising from the criminalisation of personal drug use are raised in a manner that allows the organisation to effectively advocate for the community. Community complaints must be handled in the following manner:
- Raised immediately with line manager
- Documented thoroughly (place, details of incident, desired outcome)
- Contact details of community member are available
- Role model and promote a professional peer work ethic.

KEY RESPONSIBILTIES OF COMMUNICATIONS WORKER (SOCIAL MEDIA)

- **Ideate, create and publish content for all NUAA's social media accounts (including but not limited to NSW drug checking and DanceWize NSW).**
    - Create timely, high quality, engaging harm reduction social media content in both static and video format aimed at people who use drugs (without the use of generative AI).
    - Pitch content that adheres to NUAA's established communications standards, guidelines, and relevant policies.
    - Work to deadlines set by the Communications and Media Lead or other team members.
    - Attend events or work on-site to take photos or film as required.

- **Assist in the development and maintenance of NUAA's social media accounts**
    - Support the development of NUAA's communications strategy to expand the reach, diversity, and impact of all NUAA's social media content.
    - Monitor and respond to comments, messages and inquiries across all social media platforms under the NUAA umbrella.
    - Collect, review and analyse relevant data to support reporting and assess the effectiveness of NUAA's social media content.

- **Undertake additional tasks as assigned to contribute to the overall success and effectiveness of NUAA's operations and initiatives.**

SELECTION CRITERIA (SKILLS, QUALIFICATIONS & EXPERIENCE)

NUAA is a peer-based drug user organisation and all employees are expected to draw on their lived experience of drug use to provide the empathy, trust and connection required to operate effectively as peer workers.

Experience with (or familiarity with) the community of people who use drugs at festivals is strongly desired.

Formal qualifications relevant to the role include

No formal qualifications are required for this role, but employees must be willing to undertake further training as part of their work at NUAA if required.

Experience:

Employees must be able to provide examples of social media content either from prior professional roles or personal projects.

SELECTION CRITERIA

Essential:

- Personal experience and understanding of the issues facing people who have used illicit drugs.
- Familiarity with programs such as Canva and/or the Adobe suite
- Strong ability to write and edit video content
- Ability to write engaging social media copy
- Confidence and willingness to appear on camera
- Understanding of the NSW music festival scene
- High level of personal accountability
- Strong interpersonal skills
- Self-directed and able to work with minimal supervision
- Ability to work as a member of a small team
- Ability to take direction
- Intermediate computer skills Microsoft Office, Microsoft Teams and a willingness to learn new systems
- Basic understanding of data and analytics for reporting
- Commitment to the values, mission, vision and professional attributes of NUAA and ability to promote these in all aspects of work.

Desirable:

- Demonstrated practical understanding of safer drug use and harm reduction strategies.
- Established understanding of and commitment to harm reduction and health promotion principles as they relate to people who use and inject drugs.
- Understanding of Blood Borne Virus's (BBVs), prevention, transmission and treatments.
- Ability to work flexible hours as required (including weekends)
- Current NSW driver's license

I, _____, declare that I have reviewed, discussed and understand my position description / requirements.

_____ _____

Chief Executive Officer **Staff Member**

_____ _____

Date Date