



# Position Description

## Australian Education Union ACT Branch

### The Position

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**Job Title:** Communications Officer

**Job Location:** Administration Team

**Reports To:** Business Manager/Branch Secretary

**Role Objective:** To deliver a comprehensive communications program to build awareness and support of the AEU ACT Branch objectives through email, website, social media, and in-house publications.

### Key Responsibilities

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#### Website

- Manage the AEU ACT Branch website and member portal including:
  - Develop and source website content, including multimedia.
  - Review and update content to ensure relevant and complete information.
  - Manage and monitor access to the member portal including allocation of restrictions based on member roles.
- Provide training and support to other office employees to enable them to update website content relevant to their roles.
- Oversee adherence to presentation guidelines to maintain quality and consistency of the website look and feel.
- Manage the relationships with providers and suppliers related to website development and maintenance.

#### Social Media

- Manage the AEU ACT Branch social networks, including Facebook and Twitter.
- Increase the social media presence to grow the number of followers and increase engagement.

#### Publications

- Produce the quarterly edition of the ACT Educator magazine, including:
  - Develop and communicate an annual schedule for submission deadlines, including printing and distribution of the quarterly magazine.
  - Liaise with print and distribution services to ensure the magazine is distributed in accordance with deadlines.
  - Source and develop written and graphic content.
  - Engage with and support members and AEU Staff to develop and contribute relevant content.
  - Oversee graphic design services.
  - Undertake editing to ensure an error free publication.
  - Manage the sale of ethically aligned advertising space and liaise with current and potential advertisers to maximise revenue.



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- In consultation with other office employees develop and professionally produce a range of promotional and information materials to support the activities of office, including but not limited to leaflets, posters, banners, information booklets, membership forms and fact sheets.

### Member Communications

- Maintain a weekly schedule of member communications and liaise with the Secretary and other office employees on items for inclusion.
- Produce and distribute accurate and approved member email communications within required timeframes to appropriate member groups.

### Other

- Monitor media coverage and provide the Branch Secretary with any items relevant to the AEU's interests and objectives.
- Provide a monthly report on communication activities, including relevant statistics on social media engagement and other member communication.
- Assist with the organisation, promotion and management of events as required.
- Assist with contacting members about activities and events to support engagement and participation as required.
- Produce communications to support the democratic processes of the union and assist in the co-ordination of meetings of Branch Executive and Branch Council
- Provide operational support to the Business Manager as required.
- Any other reasonable duties as requested.

### Key Selection Criteria

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1. Outstanding written communications skills with an ability to target messages to various audiences.
2. Experience with tools such as CRM, CMS, Google Analytics and major social media platforms.
3. Demonstrated experience developing and maintaining websites.
4. High level time management and organisational skills.
5. Professional editing experience with exceptional attention to detail.
6. Ability to work both autonomously and as part of a team.
7. Competence in photography and videography.
8. Demonstrated commitment to the values and principles of trade unions.

### Agreement

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Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Manager Signature: \_\_\_\_\_

Date: \_\_\_\_\_