

POSITION DESCRIPTION – COMMUNICATIONS OFFICER

POSITION:	Communications Officer
LOCATION:	Melbourne or Canberra (remote may be considered)
FTE:	Ongoing Permanent Part-time 0.6 FTE
RESPONSIBLE TO:	Chief Executive Officer

THE ROLE

As the Communications Officer for COTA Australia, you will contribute to and execute an organisational communications strategy to advance COTA Australia's advocacy and enhance the organisation's reputation.

You will be working as part of a small team dedicated to tackling ageism and its impacts on individual older Australians and the community overall.

DUTIES AND RESPONSIBILITIES

Digital Media

- Coordinate digital content calendar and create, write, and execute digital content in line with COTA Australia's voice and brand.
- Produce monthly enews letter and ensure integration of COTA Australia's communications and other key initiatives and stakeholder content.
- Liaise with internal stakeholders, including Federation S/T members, to develop engaging digital content and assets in line with COTA Australia brand, reputation, and image within budget allocations.
- Drive growth and foster an engaged community on COTA Australia's digital channels.
- Interact and respond to queries on social media channels.

Maintenance of the Digital Environment

- Provide EDM assistance including maintaining databases and undertaking mail outs.
- Manage the COTA Australia website keeping content up to date and enhancing its appeal and functionality.

Communications

- Support an integrated proactive communication framework and associated strategies.
- Write articles and other content to support communication from the CEO to stakeholders, industry media and within the Federation.
- Manage the production of a quarterly national magazine.
- Assist in the design of COTA Australia's marketing and other collateral as requested from time to time.

Other Duties

- Undertake other duties as directed.
- Ensure data is appropriately managed in line with Australian Privacy Principles.

ESSENTIAL COMPETENCIES

- Exceptional verbal and written communication skills.
- Ability to source and write content.
- Experience with a range of online and social media platforms including to inform and engage a diverse audience.
- Outstanding internal and external customer service orientation.
- Strong time management and prioritisation skills with the ability to work under pressure and to meet deadlines.
- Ability to work autonomously, seek direction and operate effectively within a team environment.
- Positive and energetic attitude to work.

QUALIFICATIONS AND EXPERIENCE

- Relevant experience in a similar role and/or related tertiary qualifications.
- Experience in basic graphic design to compliment communication and advocacy activities.
- Computer literacy.
- Police clearance.

ADDITIONAL REQUIREMENTS

- This position will require, from time to time, flexibility of working hours.
- Duties of the position may vary according to business needs.
- Interstate travel may be required.