



Australian Education Union TASMANIAN BRANCH

POSITION PROFILE

Position Title: Communications, Campaigns and Media Officer

Employment Status: Ongoing

FTE: 1.0

Salary Level: Level 1-5 Officer salary as per AEU Tasmanian Branch Employee's Agreement 2008

1. Position Purpose

To provide advice on media and campaign strategy and co-ordinate Union communications

2. Reporting Relationship

State Manager

3. Key Result Areas & Expected Outcomes

Individual Key Result Areas	Expected Outcomes	Weighting
1. Media Liaison and Advice	AEU builds and maintains a strong and positive media presence	30%
2. Campaign Development and Co-Ordination	Effective campaign strategies which are developed and implemented	35%
3. Union Publications Co-ordinate production of the AEU's publications. Plan and budget for AEU publications	Publications are published on time. Contents are planned and agreed with timeframes met and design and production are of a required standard	20%
4. Communication Strategy and development	Feedback from State Manager	10%
5. Team Contribution Contribute to Officer group	Feedback from State Manager	5%

Key Responsibilities

1. Media Liaison and Advice

- Provide advice and support to the President
- Provide written public comment from the President on newsworthy issues
- Provide frontline contact for media enquiries including exercising independent judgement in evaluating risk of 'no comment' and providing AEU position on a wide range of issues as background
- Keep President informed of developing issues in the media
- Organise and co-ordinate media conferences, interviews and events with assistance from the President
- Oversee media portal of AEU website including producing and updating content with assistance from the President, Administration Officers – Website and Publications

2. Campaign Development and Co-Ordination

- Provide advice with particular focus on external communication and assist in developing communication strategies for major campaigns
- Involvement in developing campaign strategies, strategic responses and communication in relation to major campaigns
- Have input into campaign communication strategies including media liaison and overseeing the production of print/electronic campaign communication
- Co-ordinate and undertake logistical requirements for campaigns

3. Union Publications

- Co-ordinate content for all Union publications in liaison with relevant Officers
- Co-ordinate the design of union publications in collaboration with Administration Officer - Publications
- Ensure Union publications meet high editorial and stylistic standards
- Oversee and monitor printing and distribution of Union publications
- Oversee advertising bookings, placement and design
- Plan with other stakeholders the content for Union publications
- Calculate and monitor a yearly budget for Union publications
- Investigate and advise on the cost outcomes for publishing options and strategies
- Gather quotes and process orders for publication expenditure
- Oversee sponsorship arrangements with external organisations

4. Communication Strategy and Development

- Provide marketing and communication advice on the appropriateness and effectiveness of AEU generated communication material including recruitment communication, website and member information material

5. Team Contribution

- Contribute to team meetings
- Provide back up to other staff members as required
- Participate in wider organisation-based activities and learning opportunities
- Promote the Union's Strategic Objectives

PART B: PERSON SPECIFICATION

1. **Qualifications** (required or desired)
 - Relevant tertiary qualifications would be highly desirable
2. **Competencies** (includes demonstrated skills, experience and application of required knowledge)

Competency	Definition
Technical/Professional	Having achieved a satisfactory level of performance for specific technical/professional areas. This should include any specific professional 'know-how', including: <ul style="list-style-type: none"> • Demonstrated organisation skills including the capacity to initiate, plan and organise media and campaign strategies and campaign materials • Sound knowledge or the capacity to acquire knowledge of national and state educational and industrial issues • High level strategic, creative, analytical and problem-solving skills, including the ability to provide strategic advice on complex issues in members and public communications • In-depth, analytical knowledge of relevant educational and industrial relations issues and political processes • Superior skills in persuasive written and oral communication, particularly in regard to members, the general public and media.
Oral Communication	Presenting ideas effectively to individuals or groups when given time for preparation (including non-verbal communication and use of visual aids); targeting messages to the needs of the Union
Persuasiveness	Using appropriate interpersonal styles and communication methods to gain acceptance of an idea, plan, activity, service or expected outcome.
Written Communication	Expressing ideas clearly in articles, media releases and other written material that have appropriate structure and messages. Demonstrated high level skills in writing, sub-editing and proof reading.
Decisiveness	Making timely decisions, rendering judgements, taking action where appropriate and committing to a side or position.
Initiative	Asserting one's influence over events to achieve goals; self-starting rather than accepting passively, taking action to achieve goals beyond what is required, being proactive
Team Contribution (Co-operation)	Well-developed interpersonal skills, coupled with the ability to work in a small team and communicate effectively with people at all levels. Ability to maintain high levels of confidentiality and discretion

3. **Additional Requirements** (Licences, Accreditations, specific skills)
 - Commitment to trade unionism and public education
 - Ability to lead teams to achieve project outcomes
 - A current drivers licence is desirable

Prepared by:

Roz Madsen

24 August 2011

(signature)

(date)

Approved by:

Chris Lane

24 August 2011

(signature)

(date)

Selection Criteria

1. A commitment to trade unionism and public education
2. Demonstrated organisational skills including the capacity to initiate, plan and organise media campaign strategies and campaign materials
3. Sound knowledge or the capacity to acquire knowledge of national and state educational and industrial issues and political processes
4. Superior skills in persuasive written and oral communication in relation to members, the general public and media
5. Demonstrated high level skills in writing, sub-editing and proof reading.
6. Well-developed interpersonal skills, coupled with the ability to work in a small team and communicate effectively with people at all levels.
7. High level strategic, creative, analytical and problem-solving skills

Chris Lane

STATE MANAGER