



## Role Profile

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| <b>Position title</b> | Communications and Media Specialist                |
| <b>Reports to</b>     | National Marketing and Communications Manager      |
| <b>Location</b>       | Flexible   |
| <b>Salary Range</b>   | SCHADS Level 5 + superannuation + salary sacrifice |
| <b>Hours</b>          | Full time – 38 hours per week                      |
| <b>Status/Term</b>    | Fixed Term until 11 <sup>th</sup> October 2024     |

## Position Statement

### Primary Purpose of the Position

To provide a range of media and communications activities to effectively promote CREATE, with particular focus on advancing its advocacy initiatives. The Communications and Media Specialist will work closely with the Advocacy and Influencing team providing development, coordination, execution and evaluation of communication strategies. The role will provide advice and assistance in relation to communicating key advocacy messages via social, online and traditional media, developing strategic campaigns, identifying and collaborating with stakeholders, empowering and supporting our community, and influencing change.

### Key Areas of Responsibility

#### Communications

- Develop effective communications from working collaboratively with the Advocacy and Influencing team to assist in influencing positive change for children and young people with a care experience.
- Write, develop and execute content, both visual and written, for a wide range of publications, platforms and activities to strengthen and highlight CREATE's key advocacy priorities to targeted external audiences.
- Generate creative and innovative ideas and advice to the Influencing Committee on how to successfully communicate and advance CREATE's advocacy agenda.
- Contribute to the development, implementation and review of communication strategies and projects including researching audience preferences and keeping across current social media trends.
- Facilitate and lead the creation and editing of written, video, photo and creative assets and implement across various communications channels.
- Support the continual development and implementation of digital communication strategies – website, social media, email and digital campaign activity including monitoring, development, design, review, analysis and updating content regularly.

- Ideas generation and sophisticated level of analysis - monitor, track and report activities to accurately report on media and communications activities.

#### Media

- Work in collaboration with the Advocacy and Influencing business unit to promote CREATE's key advocacy agenda across media channels.
- Liaison with journalists and key stakeholders to advance CREATE's media profile.
- Develop media campaigns collaboratively with Advocacy and Influencing.
- Monitor the latest news and recommend appropriate courses of action.
- Take responsibility for media enquiries, coordinating media releases, and develop and execute social media content in an effective and timely manner to advance CREATE's advocacy agenda.
- Other duties as assigned.

#### **Key Result Areas**

- Successful and effective targeted communications are achieved by working collaboratively with the Advocacy and Influencing business area.
- Successful development and delivery of multi-platform communications plans that are on brand and executed in a timely manner.
- Effective contribution to new ideas and sophisticated level of analysis reviewing the performance of communications activities to make recommendations for future activities.
- Creating and executing sophisticated communications with high quality and engaging content to target audiences yielding positive results in advancing our advocacy agenda.
- Effective development, design, and content management, including evaluation and continuous improvement of the organisation's websites, social media, and email campaigns.
- Creation of effective media strategies and execution of media campaigns and effective liaison with journalists, media outlets and stakeholders.

#### **Financial Management**

This role does not have delegated financial responsibility.

#### **Reporting**

This position reports directly to the National Marketing and Communications Manager and is part of CREATE's innovative Influencing Stream, ensuring CREATE's advocacy initiatives are front and centre of our marketing and communications.

This position will liaise directly with the CEO relating to all media releases for approval and work collaboratively to develop media campaigns.

#### **Organisational Citizenship and Teamwork**

- Demonstrate an active, dedicated commitment to the CREATE mission and core principles.
- Actively seek to understand, represent and support CREATE's vision and company position to all stakeholders, internally and externally.
- Actively contribute to an environment of personal and physical safety for all staff, visitors and young people (incorporating company guidelines including OHS, discrimination and harassment, etc.)
- Participate in national CREATE initiatives, projects and events.

## Selection Criteria

*(Please limit response to two pages in total)*

1. Relevant tertiary qualification (media, communications, public relations) coupled with a minimum of three years of experience in media and/or communications.
2. Demonstrated ability to produce highly effective creative communications projects including design, content, production and execution.
3. Excellent interpersonal, written and communication skills coupled with an ability to work both autonomously and as a productive member of the team.
4. Tech savvy with intermediate knowledge of the Adobe Creative Suite and well versed in Canva and a high level of skill in digital marketing including websites, social media and email marketing.
5. Exceptional time management skills, highly organised with strong attention to detail with the ability to prioritise workloads whilst coordinating multiple projects to meet deadlines.

Must successfully undertake relevant police/working with children checks.