Media & Communications Officer Position Description

About ACCAN

The Australian Communications Consumer Action Network, ACCAN, is Australia's peak body representing the interests of all consumers in communications issues. ACCAN is an important and independent consumer voice promoting the accessibility, quality of service, affordability and availability of communications services for all Australian consumers with particular concern for vulnerable consumers whose needs are under-represented.

ACCAN's role is to:

- promote the consumer objectives of accessibility, affordability and availability to all consumers;
- develop a strong, coordinated voice for consumers, and to represent and advocate on behalf of consumers to Government, regulators and the telecommunications/communications industry;
- undertake research, policy development and education;
- facilitate access to and dissemination of information to consumers, consumer representatives and consumer organisations;
- advocate on behalf of consumers on telecommunications laws affecting consumers, law reform, policy development and in relation to industry practices;
- participate in regulatory and co-regulatory activities; and to contribute to the development of Government policy in telecommunications and communications,
- make markets work well for consumers,
- make a difference for consumers with disabilities.
- manage a community grants program.

ACCAN is a not-for-profit company.

Job Summary

The purpose of the Media & Communications Officer role is to:

- Contribute to the achievement of the goals and objectives set out in the Strategic Plan and the Work Plan;
- Oversee all external ACCAN communications, including media releases, newsletters, website content, social media, quarterly magazine and member communications.
- Help develop and drive communications strategies and ensure ACCAN is well

represented in the public domain and on social media;

- Build the profile of ACCAN activities including its policy submissions, grants projects, research and events.
- Promote ACCAN consumer education messaging and materials.

Duties

Marketing and communications

- Implement communications and marketing strategies for the organisation, including managing brand identity; co-ordinating special events such as launches and promotion activities
- Work with ACCAN management on communications issues and strategies
- Work with management to develop risk assessments and implement crisis management plans to ensure ACCAN reputation is well managed

Media relations

- Manage ACCAN's media liaison including preparation and distribution of media releases; issues monitoring and identification of opportunities to promote ACCAN activities; timely responses to media inquiries (including outside normal business hours); arranging CEO media interviews; acting as media spokesperson as required.
- Relationship management with external media agencies and journalists
- Undertake regular CEO briefings with key media contacts

Social Media & Communications

- In conjunction with the staff team, implement communications and marketing strategies for the organisation in the social media realm.
- Develop and distribute ACCAN's social media material working with the CEO and the whole staff team.
- Identify new avenues within social media and other web-based marketing methods to better promote ACCAN's work including research, policy and grants projects.
- Implement risk management plan to ensure ACCAN's reputation is well managed on social media.
- Co-ordinate ACCAN Facebook and other online communities to keep them engaged and informed
- Co-ordinate communications in conjunction with the policy team to identify and develop engagement strategies on issues of interest to ACCAN members and supporter base.
- Promote ACCAN events and outreach activities through social media.
- Develop and maintain the ACCAN Social Media Strategy

Member communications

- Co-ordinate ACCAN member communications to keep them engaged and informed
- Co-ordinate communications in conjunction with the policy team to identify issues of interest to ACCAN members

Publications

- Manage ACCAN publications, including writing, editing and arranging production of

ACCAN's newsletters, annual report, magazine and corporate material; acting as website content manager and primary editor;
- Co-ordinate speeches and prepare visual aids for CEO public presentations

Consumer education
- Develop consumer education materials in conjunction with the staff team including tip sheets, social media posts and news items to inform ACCAN members and the community about topical communications issues
- Oversee and monitor content and feedback from the ACCAN Phone Rights App

Reporting and analysis
- Manage media monitoring
- Analyse communications activities and use communications metrics to measure impact and target communications more effectively
- Contribute to quarterly organisational progress reports

Conferences/events
- Develop and manage conference and events communications
- Support ACCAN's outreach activities
- Provide general assistance with ACCAN events

Other Duties
- Assess and manage contractors as required
- Assist with general administrative tasks including filing, mail outs and database updates when required
- Assist with consumer enquiries
- Other duties as assigned by the CEO

Summary Terms and Conditions

- This role may be filled on a full or part-time basis for a term to be agreed at the time of employment.
- Terms and conditions are those set out in the Job Offer Letter, ACCAN Work Place Agreement, ACCAN policies and procedures and the National Employment Standards as set out in the Fair Work Act 2009.
- All ACCAN staff are required to comply with ACCAN policies and procedures.

ACCAN is an EEO employer: Aboriginal and Torres Strait Islander peoples, persons with disabilities, and people from diverse cultural, linguistic and religious backgrounds are encouraged to apply

I have received a copy of the position description and have read and understand its contents.

_____	_____	_____
Employees Name (please print)	Signature	Date
_____	_____	_____
Supervisor's Name (please print)	Signature	Date