

Social Media & Digital 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 underrepresented.

ACCAN's role is to:

- promote the accessibility, affordability and availability of services for all Australians;
- 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,
- ensure markets work well for consumers,
- manage a community grants program;
- develop a strong, co-ordinated 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.

ACCAN is a not-for-profit company.

Job Summary

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

- Contribute to the achievement of the goals and objectives set out in the Strategic Plan and the Work Plan;
- Co-ordinate, compile and deliver the bulk of ACCAN's social media communications;
- Build the profile and community engagement with ACCAN activities including its policy submissions, small business outreach, grants projects, education activities, research and events using social media platforms;
- Produce multimedia elements to complement the social media strategy;

Duties

Social Media & Communications

- In conjunction with the public relations officer, 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, public relations officer and the digital business kit project manager.
- Identify new avenues within social media and other web-based marketing methods to better promote ACCAN's work including research, policy and grants projects.
- Co-ordinate ACCAN and Digital Ready users social media communications to keep them engaged.
- Expand the use of the Digital Ready online learning tools in the Arts, Recreation and Education Services communities.
- 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.

Multimedia production

- Produce innovative multimedia resources for ACCAN's work, including website modules, video, animation, audio, and other artwork and resources in conjunction with ACCAN's ICT Officer and external providers.
- Assist with design and artwork preparation of ACCAN's printed and online materials
- Ensuring multimedia resources incorporate best practice approach to accessibility and inclusion of audiences

Consumer education

- Develop consumer education materials for social media in conjunction with the other staff members to inform ACCAN members and the community about topical communications issues.

Reporting and analysis

- Collate social media monitoring and reporting.
- Analyse social media communications activities and use metrics to measure impact and

target communications more effectively

- Contribute to quarterly organisational progress reports

Conferences/events

- Promote ACCAN events and outreach activities through social media.
- Provide general assistance with ACCAN events

Other Duties

- 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

Qualifications

Relevant tertiary qualifications in communications/media, marketing, digital platforms and/or graphic design or at least two years' experience in a relevant role.

Essential Skills and Experience for position

- Strong written and verbal communication skills and the ability to create content for various platforms and audiences
- Experience with social media tools, distribution and online measurement systems
- Understanding of and ability to engage and build relationships across various social media communities
- Experience driving social media communications strategies
- Experience writing for web and in use of content management systems
- An understanding of consumer issues
- Demonstrated capacity to work autonomously and to tight deadlines as a key part of a small team

Desired Skills and Experience for position

- Experience in video creation and production
- Graphic design experience
- Experience in web site construction using Joomla!
- Experience working in the not-for-profit sector and in a public policy environment
- Familiar with the needs of people with disabilities
- Proficiency in HTML, CSS, java and other scripting languages would be an advantage, but is not a requirement of the position

Terms and Conditions

This is a full-time position on a 12 month contract.

An attractive salary package including superannuation and 4 weeks leave with loading will be available.

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