



Position Description

Position Title:	Communications and Publications Coordinator
Position Status:	0.5 EFT
Reports to:	Member Services and Policy Manager

Purpose of the Role

The Communication and Publications Coordinator is a critical member of the team, helping set the 'voice' for the association across all communications channels to a broad internal and external stakeholder base. A highly professional and personable worker, the Communication and Publications Coordinator will deal with time-sensitive and occasionally complex material on behalf of members and is required to act with integrity at all times to meet business needs. The Communication and Publications Coordinator needs to balance and prioritise competing operational interests and has strong personal skills such as relationship building and influencing. The Communication and Publications Coordinator can set and achieve work goals independently, and possesses the flexibility to meet the needs of a small service.

External Relationships

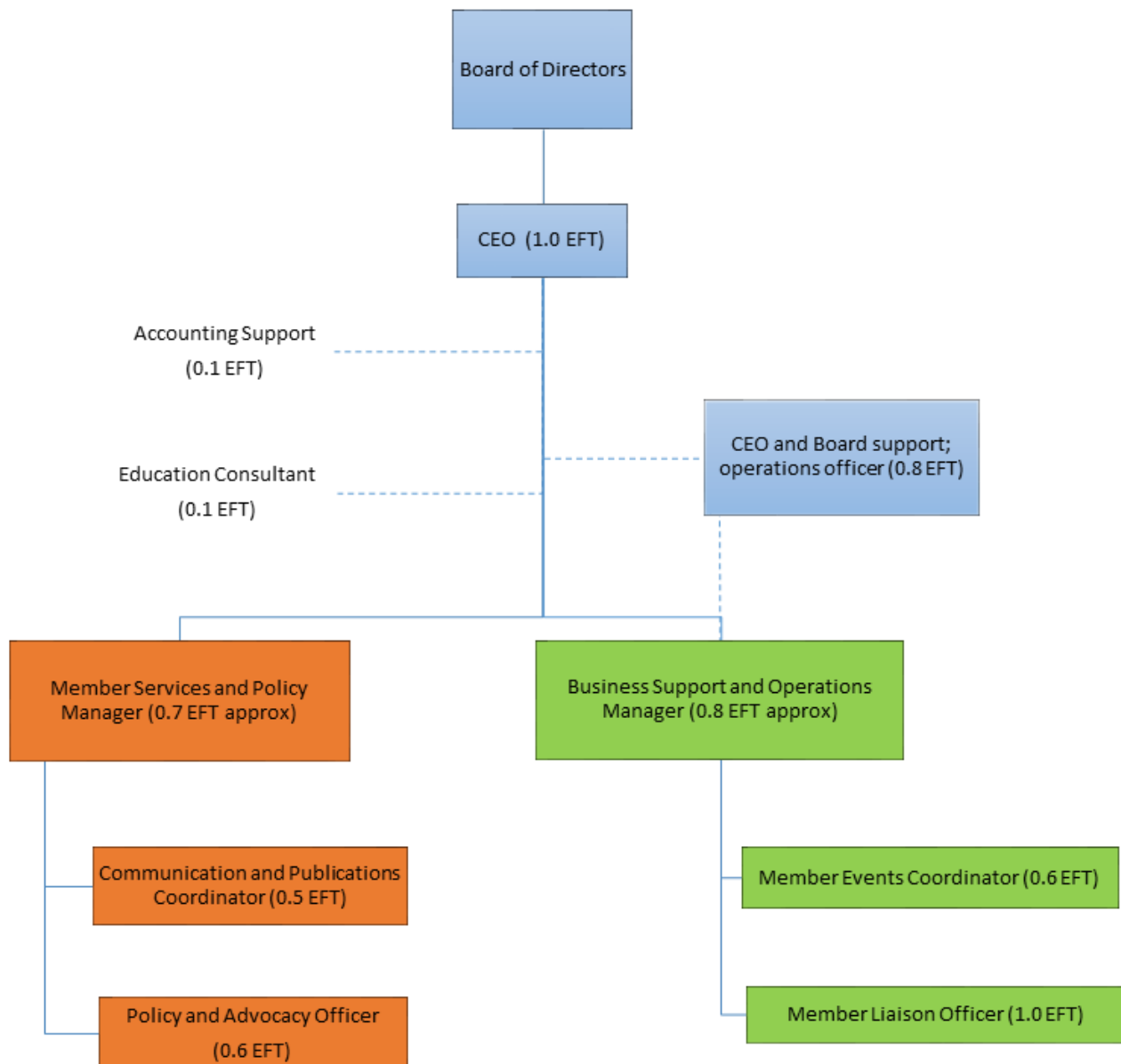
This position requires the development and effective maintenance of professional relationships with a variety of external stakeholders, in particular OV/SA members, other communications professionals within the eyecare and related sectors, OV/SA suppliers, and Optometry Australia and its' other member state associations.

Working Environment

The position is located in Carlton, Victoria. In collaboration with a wide range of eye care, medical and health professional associations, the association promotes and develops the important role of optometry in providing primary eye care services throughout Victoria and South Australia. Optometry Victoria South Australia is one of five member organisations of Optometry Australia.

Working Relationships

This position reports to the Member Services and Policy Manager. Please see the following Organisation Chart of existing staffing structure and reporting lines:



Major Accountabilities

- Develop and deliver an OV/SA communications strategy that aims to strengthen member engagement; promote the benefits of OV/SA membership, support members in their optometric practice, and align (as needed) with the Optometry Australia communications strategy. This includes targeted communications to key member segments.
- Write, edit, produce and disseminate OV/SA's member publications: the quarterly, online member magazine *Scope* and, monthly member e-newsletter *e-Wink*.
- Write, coordinate, produce and disseminate a variety of member EDM's on a range of topics, including promotion of conferences, member CPD events, resources, publications, membership renewal campaign and other subjects as required.
- Coordinate and develop OV/SA's social media presence with a strong focus on member engagement and support. This includes planning and implementing a regular Facebook schedule, and reviewing and recommending establishment of other social media platforms such as Instagram or Linked In.
- Work collaboratively with the Member Services and Policy team to plan and produce a regular schedule of OV/SA member resources. These could include clinical guidelines, business and employment resources and other guidance to support optometrists in their profession.
- Work closely with the Member Events team to produce communications that promote OV/SA events, including producing website and EDM content specifically for OV/SA's bi-annual conferences O=MEGA and Blue Sky.
- Regularly develop and update member-only and open access website content in line with Optometry Australia's website guidelines and content requirements.
- Research and recommend communications enhancements aligned with the OV/SA communications strategy.
- Other duties as required.

Specifications

This position is ideally suited to an experienced not-for-profit and/or health sector communications professional. However applications from corporate sector, small business or government communications experts, with an appreciation of the complexities of operating in the not-for-profit sector, would also be highly regarded.

The successful candidate will have the:

- ability to work independently and collaboratively as part of a team;
- ability to balance and prioritise competing operational interests;
- ability to set and achieve work goals independently;
- requisite understanding of and personal commitment to Work Health and Safety, Equal Employment Opportunity requirements and principles, and
- flexibility to meet the needs of a small service organisation.

Qualifications and experience

Highly desirable:

- tertiary qualifications in media and communications;
- outstanding written communication skills;
- demonstrable experience in writing and producing member-focused content that engages and supports members and highlights the value of membership;
- demonstrable experience in effective use of social media, and
- experience using database distribution mechanisms and loading content to websites.

Key selection criteria

1. Proven experience in the development and delivery of a communications strategy, ideally for a small size, not-for-profit organisation.
2. Proven experience in the writing and production of content for a variety of publications and platforms including magazine, websites and social media.
3. Outstanding written communication skills across a variety of formats, including the ability to maintain high standards of accuracy, consistency and quality in work outputs.
4. Conceptual, analytical and problem solving skills to identify issues and propose solutions.
5. Capacity to work independently, and to prioritise and manage work and resources effectively.
6. Ability to maintain high levels of professionalism, judgement and sensitivity.
7. Experience using database distribution mechanisms, websites and social media.
8. Sensitivity and awareness of cultural diversity.
9. Understanding of the health sector and/or the role of optometry in primary eye-care and the optometric sector would be an advantage.
10. Tertiary qualifications in media and communications or related fields are highly desirable.

Performance criteria

In addition to being measured against this Position Description, specific Key Performance Indicators (KPIs) will be developed in conjunction with the Member Services and Policy Manager, detailing agreed and quantifiable measures.

Hours of work

The hours of work will be 0.5 EFT. Hours and days of work are to be determined by agreement, but will be worked between the hours of 9am – 5pm Monday to Friday. Hours of work may be subject to change by agreement. Occasional work outside of agreed hours may be required from time to time.

Other conditions

- It is envisaged that the incumbent will commence in July 2021 or sooner by agreement;
- A remuneration package of approximately \$85k (pro-rated at 0.5EFT) plus superannuation will be negotiated with the successful candidate commensurate with skills and experience.
- The position is subject to a six month probation period, and
- Any job offer will be conditional upon the provision of original documents confirming identity and qualifications as well as a successful police check.