

# Position Description

<b>Job title:</b>	<b>Communications Adviser</b>
<b>Department:</b>	Communications, Stakeholder Engagement and Policy
<b>Work type:</b>	Full time (12-month contract)
<b>Reports To:</b>	Manager Communications
<b>Position Contact:</b>	Chief Communications Officer and Manager Communications

## About the organisation

au Domain Administration Limited (auDA) is Australia's Country Code Top Level Domain (ccTLD) administrator and self-regulatory policy body, which oversees the operation and management framework of the .au domain of the Internet.

auDA is a not-for-profit public company limited by guarantee and endorsed by the Australian Government and the global Internet Corporation for Assigned Names and Numbers (ICANN). Its job is to provide a safe, secure and operational .au domain for more than 20 million Australian Internet users.

## Role purpose

The Communications Adviser is part of the Communications, Stakeholder Engagement and Policy (CSEP) Team, reporting to the Manager Communications. The Communications Adviser will support the delivery of auDA's Communications and Engagement Strategy and related communications materials and activities to build auDA's reputation, drive awareness of auDA and the .au domain, and promote engagement with auDA and its digital channels.

The role will also actively contribute to the ongoing development of an organisational culture that embodies auDA's values and promotes a positive and safe environment for staff.



## About the role

### Key responsibilities:

- Support the development and implementation of multi-channel communications plans in support of auDA's strategy, policies, initiatives and programs
- Develop and implement social media channel strategies to grow engagement and participation in auDA's social community, including:
  - Planning, developing and publishing content to auDA's social media channels (LinkedIn, Twitter, Facebook)
  - Community management of auDA's social media accounts by monitoring and preparing responses to social media engagement
  - Analysis of social media performance and trends
- Plan and develop communications materials for auDA's digital channels and external communications
  - Film and edit video content
  - Develop digital content such as infographics
- Plan, research and write written communications such as blogs, fact sheets, media briefings, speeches and presentations
- Amplify auDA marketing initiatives through owned and earned communications channels
- Contribute to the delivery of corporate reporting and publications such as quarterly and annual reports, including planning, drafting and editing
- Assist with internal reporting and analysis to identify trends and opportunities
- Support crisis communications planning and responses
- Other activities as directed by the Communications Manager and Chief Communications Officer to support the delivery of auDA's Strategy and the CSEP Strategy
- Occasional work outside business hours and occasional domestic travel

## Skills and Experience

### Experience and personal attributes:

- 5+ years' experience in communications, corporate affairs and/or journalism
- A tertiary qualification in communications, journalism, arts or related discipline would be highly regarded
- Knowledge or experience in the telecommunications and/or IT sectors would be highly regarded
- Passion for digital communications, creating engaging content and cultivating online communities



### Role competencies:

- Excellent verbal and written communication skills
- Creative thinker keen to introduce fresh ideas and new perspectives
- Proven ability to administer and grow engagement on social media (including LinkedIn, Facebook and Twitter)
- Experience using graphic design and video editing software
- Experience in digital communications and producing material for publication
- A team-player who enjoys working in partnership with colleagues
- Motivated to get the job done right and on time
- Proven organisational skills with attention to detail, ability to meet deadlines and manage multiple priorities
- An interest in promoting the benefits of the internet as an essential utility in modern society.

## Important Information

National Police Check, Right to Work and National Personal Insolvency Information Check will be conducted as part of the selection process.

In the context of OHS policies, procedures, training and instruction, as detailed in Section 25 of the *Occupational Health and Safety Act 2004 (Victoria)*, employees are responsible for ensuring they:

- Follow reasonable instruction
- Cooperate with their employer
- At all times, take reasonable care for the safety of others in the workplace.

## Supporting our employees balance their work and life commitments

All roles at auDA can be worked flexibly, this underpins a diverse, adaptive and high-performing workforce. The nature and scope of flexible options available will depend on the nature of the position. Applicants are encouraged to discuss flexible arrangements with the hiring manager during the recruitment process.

## Last Updated

24 August 2021