

POSITION DESCRIPTION

Communications Officer – Social Media Specialist

Position Title	Communications Officer – Social Media Specialist
Reporting to	Communications Manager
Location	Flexible
Job type	Full-time
Contract length	12 months, with ongoing possibility
Salary	\$76,931 per annum plus 15% superannuation

The Australian Indigenous Doctors' Association (AIDA) is the national body representing Aboriginal and Torres Strait Islander doctors and medical students, focused on equitable health and life outcomes for Indigenous people. We do this by working towards reaching population parity of Indigenous medical students and doctors; and supporting a culturally safe healthcare system.

Values

The Australian Indigenous Doctors' Association:

- is respectful and reflective of our connections to the past, present and future;
- pursues social justice, Indigenous and human rights;
- maintains cultural integrity, honesty and transparency; and
- fosters the highest standards of professionalism and excellence.

Code of Conduct

All Australian Indigenous Doctors' Association members and employees must:

- at all times behave in a way that upholds the AIDA Values;
- treat everyone with respect, dignity, courtesy, sensitivity, and ensure that they do not become involved in or encourage discrimination or harassment;
- practice cultural safety and respect the diversity of experiences, expertises and opinions within the organisation;
- act professionally, with discretion, confidentiality and sound judgement;
- act with care and diligence in the course of AIDA membership/employment; and
- declare all involvements or interests that may be either perceived or actual conflicts and stand aside, as necessary, from decision making on these matters.

Summary of Role

The Communications Officer – Social Media Specialist will be responsible for the delivery of overseeing AIDA's social media and graphics for both internal and external communications. The position reports to the Communications Manager and requires proficiency in writing for various platforms, including social media, newsletters, press releases, leaflets, and websites.

The following key duties are intended to describe the general nature and level of work being performed, they are not intended to represent an exhaustive list of all responsibilities, duties and skills required.

In accordance with principles of workplace diversity, workplace participation, safe working environment and the empowerment of Aboriginal and Torres Strait Islander people, you will undertake the following tasks either individually or as a member of a team.

Key Responsibilities

- Create and take charge of AIDA's social media planning calendar while remaining flexible with content to adjust to competing priorities when necessary.
- Monitoring the social media of, and engaging with peers and partners, to cross-promote and understand trends that inform AIDA's social media plan.
- Proofreading media releases, internal and external campaigns and writing/designing the monthly member newsletter WardRound.
- Updating, editing, designing graphics and writing/proofing copy on the website and other collateral including regular targeted EDMs.
- Management of the photo library including researching new images and indexing existing images.
- Managing our shared Communications inbox and actioning emails where required.
- Providing strategic direction on how AIDA can improve its communications, specifically its social media presence.
- Manage monthly reporting of social media outcomes, contributing to quarterly board reporting, and strategising for future performance improvement.
- Work alongside the Communications Manager and contribute to the overall communications agenda and strategy.
- Build strong relationships with stakeholders and colleagues.

Essential

- At least 5 years' experience in a similar position.
- Social media expertise with knowledge of the latest trends, proven experience in designing engaging visuals, strategising / planning the content for any given project, awareness of paid socials, gathering metric insights and using those to grow social media audiences.
- A proven ability to take high-quality photos and video content for online social media platforms and beyond including the ability to edit photo and video content.
- Graphic-design skills for socials, online and print collaterals (via Canva / Photoshop).
- Strong MS Office skills, and design experience with Canva, Hootsuite/Buffer, Mail Chimp, Survey Monkey and video editing software.
- Superior organisational skills with the ability to multi-task and prioritise conflicting deadlines.
- Exceptional attention to detail and uncompromisingly high standards for your own work.
- Excellent communication skills.
- Reporting and tracking skills.
- Genuine alignment to AIDA's vision, purpose and values.
- Cultural sensitivity and awareness of issues our members may be facing with a commitment to culturally safe practice, and improving self-determination and health outcomes for Aboriginal and Torres Strait Islander peoples.

Desirable

- Tertiary qualifications in journalism, PR, communications, or related discipline.

Personal Attributes

- Culturally aware, inclusive in approach and respectful of all others at all times.
- Calm and highly organised, with a structured yet flexible working style and adept at reprioritising workflows in order to meet tight deadlines in a fast-paced environment.
- Commitment to actively nurture collaborative working relationships and demonstrates initiative and drive to improve workplace processes.
- Exceptional standards of personal integrity and who ensures that sensitive matters are handled discreetly and diplomatically.
- Effective communicator, including written and verbal, and with both individuals and groups.
- Strategic thinker, able to make connections and plan for the future.
- Demonstrated ability to work with minimal guidance.
- Flexible and adaptive team player.

If this sounds like you, we could be the perfect match - we'd love to hear from you, this role is available now.

To apply please send your application (including a cover letter addressing the Key Responsibilities and CV) to the AIDA Communications Team at communications@aida.org.au by Sunday 4 February. Please note that there will be a pre-interview task, and interviews are scheduled to take place via video call on Thursday 15 February.

For any enquiries about the position, please contact the AIDA Director of Communications and Engagement, Sacha Shipway at sacha.shipway@aida.org.au