

## POSITION DESCRIPTION

<b>Position:</b>	Digital Content and Publications Officer
<b>Location:</b>	Brisbane
<b>Reports to:</b>	CEO
<b>Award:</b>	Social, Community, Home Care & Disability Services Industry Award Level 4.1 – 5.3 Salary: \$82,043 - \$98,111 depending on qualifications and experience.

### ROLE SPECIFICATION

#### The Organisation

Link-Up (Qld) is an organisation committed to the principles and philosophies of community control as the best practice model for improving health and well-being of Aboriginal and Torres Strait Islander peoples.

Link Up (Qld) supports the healing journeys of Aboriginal and Torres Strait Islander people who have been separated from their families and communities through forced removal, adoption, fostering or institutionalization. We deliver professional, culturally sensitive, and confidential research, reunion and cultural wellbeing services.

#### Role Purpose

The Digital Content and Publications Officer will promote and build the public profile of Link-Up (Qld) programs and projects locally, regionally, and nationally.

The role will focus on the coordination, development and implementation of the Organisation's communications outputs and activities which include events, launches, branding, marketing, promotions, media liaison, publications, website management and social media updates.

#### Required Qualifications

A qualification in communications, multimedia, marketing, event management, or relevant skills and experience in a related area is desirable.

## Work of the Role / Duties

The successful candidate will have:

- Demonstrated experience in media relations, including the preparation, editing and distribution of media releases, planning and implementation of media events, and response to media enquiries.
- An ability to build and maintain relationships, excellent verbal and written skills and experience in design, editing and production.
- Attention to detail, capacity to work autonomously and within a team environment.
- Skills and experience in the use of all digital platforms, including social media, website maintenance and design and promotion of the organisations corporate branding and promotion of its programs and projects.

### Communications:

- Develop and maintain corporate identity and branding strategy.
- Develop and maintain a social media strategy.
- Contribute to the development of corporate documentation and publications including briefing notes, grant proposals, magazines, media releases, social media, speeches, and annual reports.
- Update and maintain the organisation's website, keeping all online information and event listings current.
- Maintain the electronic library, including documentary, photographic and audio-visual resources.
- Write or edit communications content as required.
- Coordinate production of Link-Up (Qld) magazines and contribute to the National Link-Up magazine.

### Promotions:

- Coordinate promotional materials for events and educational purposes.
- Utilise social media platforms to promotion Link-Up (Qld) communications and events.
- Coordinate radio advertisement and promotions.
- Participate in the delivery of community promotions and education programs as required.

### Events:

- Support with the development and coordination of significant and special events such as Apology, Sorry Day, NAIDOC.
- Provide relevant support to culturally appropriate Healing Camps and therapeutic initiatives, which includes music and art therapy workshops, for Stolen Generations and other client groups.
- Support the Service Delivery staff with monthly Client Support group gatherings.
- Identify promotional opportunities arising from events and activities initiated by other agencies.
- Identify potential sponsors and secure funds/sponsorships for Link-Up (Qld) events and activities.

**Administration:**

- Manage and maintain the multimedia asset management register, inventory practices, manage software licenses and equipment.
- Train staff in the usage of the equipment.
- Provide activity and evaluation reports as required.

**Self-Management & Team Contribution:**

- Participate in the performance review process.
- Contribute to effective team performance.
- Comply with Link-Up (Qld) Policies and Procedures.
- Follow all safety procedures and contribute to a safe work environment.

**Develop and Maintain Linkages**

- Work to foster productive relationships with all staff at Link-Up (Qld).
- Work to foster productive working relationships with relevant community agencies, government departments, partners, and media outlets.

***Please note that the duties outlined in this position description are not exhaustive, and only an indication of the work of the role. Link-Up (Qld) can direct you to carry out duties which it considers are within your level of skill, competence, and training to meet business needs.***

**Essential Selection Criteria**

- Demonstrated understanding of the history, culture and impacts of the forcible removal of Aboriginal and Torres Strait Islander people.
- High level communication skills, both written and oral, and experience developing communication strategies.
- The ability to engage effectively with Aboriginal and Torres Strait Islander people.
- Demonstrated organisation and time management skills and the ability to manage competing priorities and work effectively as a member of a team.
- High level of computer literacy and communication skills and an ability to use a range of computer software packages including Microsoft Office, the Adobe software suite, desktop publishing, graphics software and other relevant programs.
- Demonstrated ability to write, edit and develop creative content for all forms of print and social media.
- Demonstrated ability to develop and coordinate significant and special events.
- Demonstrated ability to develop and coordinate culturally appropriate events and project specific workshops.
- Ability to cultivate productive working relationships and build partnerships to support and promote Link-Up (Qld) programs.
- Ability to document Link-Up (Qld) events through video and photos.
- Demonstrate personal drive and integrity through high level professionalism, resilience, and self-awareness.
- Ability to travel for work purposes.
- Willingness to obtain a National Police check.
- Eligible for a Blue Card.
- Current Drivers Licence.