

POSITION DESCRIPTION

Multimedia Officer

Position:	Multimedia Officer
Location:	3-5 Reid St, Woolloongabba, QLD Brisbane, 4101
Reports to:	Chief Executive Officer
Award:	Social, Community, Home Care & Disability Services Industry Award Level 3.1 – 4.1 Salary: \$66,690 - \$78,091 depending on qualifications and experience.

Link-Up (Qld) exists to enhance the lives of Aboriginal and Torres Strait Islander peoples by reuniting those who have experienced enforced separation from their families and communities through adoption, fostering, removal or institutionalisation.

Link-Up (Qld)'s role and function is to:

- Assist Aboriginal and Torres Strait Islander peoples who have been affected by removal policies to identify and locate family members through researching and investigating various sources.
- Assist Aboriginal and Torres Strait Islander peoples who have been affected by removal policies to understand issues relating to dislocation and provide referrals to appropriate support services both formal and informal.
- Support the healing journey of Aboriginal and Torres Strait Islander peoples who have experienced trauma through being separated from their families by reuniting them with family, country, and culture where possible.

Assist Aboriginal and Torres Strait Islander peoples to understand trans-generational trauma brought about by their separation, through access to counselling services and post-reunion support groups.

Role Purpose

The position is responsible for the development and implementation of a Link-Up (Qld) Communications and Promotions Plan; Multimedia recording of reunions and events; the design and production of professional promotional materials and Link-Up (Qld) publications; member and stakeholder communications and delivery of educational and community awareness activities.

The role will focus on the coordination, development and implementation of the Organisation's Communications outputs and activities which include the Link-Up (Qld) quarterly magazine, events, launches, branding, marketing, promotions, media liaison, publications, website management and social media updates.

Reporting Relationships

The position reports to the Chief Executive Officer.

Work of the Role / Duties

Service Delivery – Promotional Materials/Resources

- Develop and maintain corporate identity and branding plan
- Contribute to the development of a range of corporate documentation and publications including briefing notes, the quarterly Link-Up (Qld) magazine, power points and annual reports
- Maintain and update the organisation's website, social media pages, keeping all online information and event listings current
- Establish and maintain a library, including documentary, photographic and audio-visual resources, to support development of knowledge and skills of staff, board members, clients
- Write or edit communications content as required
- Coordinate Link Up (Qld) contribution to the National Link-Up newsletter

Service Delivery – Multi-media Story Gathering

- Work with caseworkers, counsellors and develop partnership to generate opportunities to collect stories for publication in visual, audio and print format
- Produce multi-media creative products for promotion, education, research, and advocacy purposes

Service Delivery – Education and Promotion Presentations

- Develop, implement and promote public awareness of the organisation's services
- Participate in the delivery of community promotions and education programs as required
- Identify promotional opportunities arising from events and activities initiated by other agencies
- Maintain electronic mailing list for distribution of Link-Up magazines and promotional material

Administration

- Provide first level IT support to all Link-Up (Qld) staff
- Coordinate sound photographic asset management, inventory practices and manage multimedia software licenses
- 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.

PERSON SPECIFICATION

Key Behaviours

Proficiency in specific key behaviours is vital to effective performance in this role and the Link-Up (Qld) environment.

They include high level: Problem Solving, Project Planning, Communication, Decision Making, Initiative, Flexibility, Resilience, Impact and Influence skills and understanding and application of Culturally Appropriate Ways of Working.

Qualifications

- Qualification in communications, multimedia, public relations, journalism, or equivalent skills and experience.

Key Selection Criteria

- Demonstrated understanding of the history, culture and impacts of the forcible removal of Aboriginal and Torres Strait Islander peoples.
- Demonstrated written communication skills and an ability to engage effectively with Aboriginal and Torres Strait Islander peoples and other stakeholders.
- The ability to engage effectively with Aboriginal and Torres Strait Islander peoples.
- 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 and graphics software.
- Demonstrated ability to write, edit and develop creative content for all forms of print, in particular our quarterly magazine and social media.
- Demonstrated ability to support in the coordination of significant and special events.
- Demonstrated ability to support in the coordination of culturally appropriate events and project specific workshops
- Ability to cultivate productive working relationships and build partnerships to support and promote Link-Up (Qld) programs.
- 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.
- Evidence of Covid-19 vaccinations in line with current requirements.
- Current Drivers Licence.