

POSITION DESCRIPTION

TITLE:	COMMUNICATIONS MANAGER
CLASSIFICATION:	NTEU LEVEL 6/7
LOCATION:	MELBOURNE
RESPONSIBLE TO:	NATIONAL PRESIDENT
REPORTS TO:	GENERAL SECRETARY

POSITION OBJECTIVE:

Develop, propose and implement comprehensive and innovative communication strategies for all levels of the organisation.

Provide direct advice and assistance to all levels of the Union on the production, design and use of publications and websites, including assessing training needs and organising training of relevant staff.

Provide high quality editorial, writing and production services for the Union's national publications, emails, websites and social media.

The position is part of the Campaigns and Organising Team and works closely with the Director of Campaigns and Organising.

TYPICAL DUTIES:

1. **Take overall responsibility for the development and** implementation of communication strategies including training and support to relevant Officers and staff at all levels of the organisation.
2. **Develop and** implement campaign narratives.
3. Manage the network of volunteer and paid content creators to ensure that there is a regular flow of engaging content for use in digital communications including websites.
4. Analyse data on engagement with union communications and prepare regular reports and advice for all levels of the union on the effectiveness of communication strategies.
5. **Plan and** produce high quality written material for union digital and print publications, including emails.
6. **Oversee curation**, undertake day-to-day editing, produce written content, and monitor the overall content on union websites and social media.
7. Foster a culture of innovation in communications.
8. **Oversee and design union publications including digital materials.**

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9. Assist Divisions and Branches with their communications needs, including assistance with production of publications, campaign materials and website needs and strategies.
10. Manage and administer the Union's branded merchandise.
11. Other duties as directed.

KEY RELATIONSHIPS

National Officers
Director (Campaigns & Organising)
Other Team Directors/Managers
Division Secretaries