

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	Digital Communication Officer
<b>LOCATION:</b>	DFAT Head Office – Canberra
<b>REPORTING TO:</b>	DFAT Assistant Director / BUSY Scholarships Operations Manager
<b>DEPARTMENT:</b>	Scholarships Team

### PURPOSE STATEMENT

The primary purpose of this position is to advise, assess, administer and process activities required in meeting the contractual obligations of The BUSY Group and the Australian Awards Administration team within the Department of Foreign Affairs and Trade.

### OUR VISION

To improve social equity through having more people in jobs, more people learning new skills, and more communities exposed to positive change.

### OUR MISSION

- To promote training, employment, and workforce planning solutions to employed, under-employed and at-risk members of our Communities, with particular emphasis on youth.
- To provide bridging assistance where government and community resources are lacking.
- To assist new and existing businesses to grow and prosper through effective workforce planning.
- To create and maintain partnerships with other providers, industry groups and governmental agencies.

### OUR VALUES

- **Inclusive:** People of all communities coming together as one team for common goals
- **Excellence:** We always strive to exceed
- **Resilience:** Equipped to meet challenges and exceed
- **Integrity:** We act with honesty and sincerity
- **Innovation:** Embracing new ideas and technology to stay ahead of change

### REPORTING

This position will report directly to the DFAT AAS Assistant Director with direction and support provided by BUSY's Scholarships Operations Manager and Senior Customer Experience Manager.

## PRIMARY DUTIES

### Australia Awards Scholarship Program

Working with The BUSY Group Marketing team, deliver communications functions under guidance provided by DFAT and consistent with an AAS communications strategy (developed and managed by DFAT):

- Manage AAS social media channels (Facebook, Twitter, Instagram, etc).
- Manage forward planning and calendar of scheduled communication activities.
- Deliver agreed social media activities to support AAS consistent with broader DFAT communications strategy.
- Respond to email enquiries from social media accounts and Australia Awards communications inbox.
- Develop and distribute monthly newsletter to include:
  - Policy and operational updates from AAS
  - Story summaries on Australia Awards Alumni, Women's Leadership Initiative and Global Tracer Facility
  - Any other relevant updates.
- Manage Stakeholder Engagement – including organising and facilitating stakeholder meetings with Institutions (including Webex format).
- Develop talking points and prepare speeches for Australia Awards events as required.
- Respond to media enquiries – in consultation with DFAT and The BUSY Group.
- Update Australia Awards content on the DFAT website.
- Continuous improvement of communications functionality, including response times and campaign management where applicable.

## PERFORMANCE MEASURES

- Coordinated monthly content scheduling and approvals.
- Improvements in social media metrics including engagement, followers and enquiries.
- Timely management of enquiries based on identified KPIs.
- Execution of Communication Strategy tactical initiatives on time and on budget.

## KNOWLEDGE, SKILLS & EXPERIENCE

- A can-do person with incredible observation and investigatory skills
- A publisher/journalist/advertiser who can humanise the story and vision of The Australia Awards Scholarship Program and its Global Alumni
- 3+ years of similar experience
- Flexible with hours depending on event and social media requirements
- Active and well-rounded personal presence in social media with a command of each network and their best practices
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Organised planner who thrives on contributing to a fast-moving environment



**WORKING RELATIONSHIPS**

Working within a high performing team you will be working closely with the BUSY Group marketing unit to deliver on key campaigns and marketing initiatives. You will be required to be a team player who communicates openly in a high transparency environment. You will be required to work from the DFAT offices but remotely with the BUSY Group to execute on the role and must be comfortable presenting at executive levels.

**QUALIFICATIONS/REQUIREMENTS**

- NV1 security clearance is required
- Journalism, Communications or Marketing degree qualified (or related discipline)

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.

I have read and understood the duties and responsibilities required of me in this role.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_