

Duty Statement

Title: National Communications Officer

Job Description:

The position of National Communications Officer is critical to the effective operation of RLSSA. The National Communications Officer will assist in driving Royal Life Saving's public profile ensuring that RLSSA receives maximum exposure in the public and industry arenas through a variety of communications channels.

Advocacy of drowning prevention, water safety issues through communications, media and the public awareness campaigns are core aspects of RLSSA's mission.

Close liaison with and inspiration of the network of State and Territory Member Organisation personnel is critical to the success of this position.

Scope of Duties:

- Develop and implement communications strategies for Royal Life Saving and associated lifesaving programs including Keep Watch, Swim and Survive and Inland Waterways.
- Own and manage all social media campaigns, create content and provide digital communication strategies generating community discussion and engagement.
- Maintain updated information on the Royal Life Saving and associated websites.
- Assist with the co-ordination of national media launches, in conjunction with appointed Media consultancy.
- Write, edit and co-ordinate content for press releases, promotional content, external publications and other communication materials (eg. organisational profile, brochures, flyers, reports).
- Co-ordinate the production of RLSSA publications including Annual Report, RLS Magazine and Enewsletters.
- Facilitate Media Monitoring with reports to Sponsors and State and Territory Member Organisations.
- Co-ordinate and distribute Community Service Announcements to gain strong media support.
- Assist with the management and implementation of the Ambassadors Program.
- Establish a close liaison with State and Territory Member Organisations, assisting with media articles, releases and launches where required.

Responsible To: Chief Operating Officer

Subordinate Staff Directly Supervised: Nil

Subordinate Staff Indirectly Supervised: Nil

Limits of Authority:

- Limited to scope of duties as listed above.

Qualifications Required:

- Relevant tertiary qualification preferred.

Experience Required:

- A minimum of 3 years experience in media, communications or public relations is desirable but recent tertiary graduates will be considered.

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Skills Required:

- Excellent written and verbal communication skills.
- Ability to work simultaneously on a number of diverse tasks.
- Knowledge of accessing and utilising a broad range of media outlets and facilities.
- Ability to write media releases, communications plans and reports undertaking relevant research.
- Good presentation, public relations and networking skills.
- Must be computer literate with experience in Microsoft Office.
- Must have a working understanding of website and social media site administration and planning, with direct experience in creating and managing social media content for Facebook, Twitter and Youtube.
- Ability to prioritise work and complete tasks by a set deadline.
- Knowledge of the Royal Life Saving Society and Water Safety issues (can be learned on the job).
- Ability to work autonomously.
- Strong commitment to team work and contribution as team player.
- Proactive and committed.

Performance Evaluation:

- An employee performance appraisal and salary review will be conducted annually.

Reporting:

- Provision of a written quarterly report on the progress of objectives set in the Work Plan
- Provision of an annual report against agreed objectives.
- Provision of a written report against key media performance indicators.

Approved By:
(Chief Operating Officer)

Date:

Acknowledged By:

I have read and understand the above responsibilities.

Name:
(Please Print)

Signature:

Date: