

Queenslanders with Disability Network Ltd (QDN)

POSITION DESCRIPTION

POSITION TITLE: Media Communications and Marketing Officer

CLASSIFICATION: *Social, Community, Home Care and Disability Services Industry Award 2010* – Social and Community Services Employee, Level 5

HOURS: Up to 38 hours per week

LOCATION: Brisbane

ABOUT QUEENSLANDERS WITH DISABILITY NETWORK LTD (QDN)

QDN is a member based representative body of over 2,000 people with a disability and their supporters. Our vision is that people with disability are active and valued citizens of Queensland. Our mission is to empower people with disability to be fully included as citizens in the social and economic life of the community.

QDN’s work is centred around a strong state-wide network of people with disability across Queensland, to inform, connect, lead and influence change to deliver an inclusive Queensland community.

**QDN EXISTS TO**

* promote and maintain active, vibrant local networks that inform our work and build local capacity;
* enhance the leadership and influencing capability of people with a disability;
* let people know about the lives of people with disability and how to best engage with us;
* influence governments and others to bring about full and equal participation, citizenship and protection of rights for all;
* grow an independently sustainable, effective, accountable and rights-based organisation that reflects our vision, mission, values and principles.

QDN undertakes systemic advocacy and policy work, runs an industry consulting practice (QDeNgage), and delivers funded projects, all aligned with QDN’s vision, mission, values and principles.

KEY RELATIONSHIPS AND REPORTING STRUCTURES

The Media Communications and Marketing Officer reports to the Director of Policy and Strategic Engagement, and works as part of a team where interdependencies and collaboration with QDN’s CEO, Leadership Team, staff, members and internal and external stakeholders is critical to the successful delivery of QDN projects, services and activities.

POSITION SCOPE AND PURPOSE

The Media Communications and Marketing Officer provides service to all streams of QDN business, projects as well as new business line establishment. The appointee is accountable for the planning, coordination and delivery of the QDN marketing and communications strategy. The role provides partnership support to senior management stakeholders.

When required, the position may provide direction to contractors brought in to assist with communication, marketing or other projects.

The appointee will work within the requirements of relevant legislation including the Queensland Human Rights Act, and QDN’s Quality System, demonstrate commitment to continuous improvement and contribute to internal and external auditing processes as required under ISO9001.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Fulfil this role in accordance with QDN’s policies and procedures, and:

* Ensure that the QDN media and communications strategy is developed, maintained and implemented;
* Prepare a range of time-sensitive accessible written content, including policies, project plans, reports, discussion papers, newsletters, e-blasts, media releases, publications and campaign material;
* Work with the Director Policy and Strategy, Project Manager and Project Leads, to develop Communication Plans for QDN programs and projects as required, and bodies of work and ensure the key deliverables relating to communications and media are completed;
* Manage the content displayed on the QDN website and ensure it meets organisational requirements;
* Provide timely, expert advice to key internal stakeholders regarding accessible communication, media and engagement projects;
* Monitor and develop content for social media platforms and proactively engage with the sector and stakeholders through member-focussed content that meets organisational objectives;
* Develop and implement a range of marketing and publications, including liaison with mem­bers and external information suppliers;
* Work collaboratively with internal and external stakeholders to identify, research, assist and manage media around member issues and opportunities;
* Promote membership growth through the delivery of appropriate newsletters and other member communication;
* Other duties as required by the CEO or Director of Policy and Strategic Engagement.

ESSENTIAL KNOWLEDGE, SKILLS AND ATTRIBUTES

1. Demonstrated high level written, communication and interpersonal skills, with the ability to:
   * research, prepare and produce time-sensitive accessible content such as news articles, reports, publications, forms, infographics, mixed-media content, and web content; experience developing easy-read materials;
   * build and maintain effective working relationships, including the supervision of staff or contractors;
   * work with a range of stakeholders, including QDN members, supporters and allies, Government and Community stakeholders;
   * identify and nurture potential new relationship opportunities in Government, private, non-profit organisations and agencies;
   * effectively communicate information and ideas, analysing and interpreting information as well as summarising and reporting; and
   * work as part of a team in a complex and changing environment, and ability to manage competing demands within limited timeframes.
2. Ability to work independently, exercising appropriate initiative and judgement to solve problems.
3. Demonstrated content skills including graphics, website design, social media.

QUALIFICATIONS

Tertiary qualifications or three years relevant experience in marketing, public relations or related is required. Experience and/or tertiary qualifications in the areas of disability, human services and/or social sciences is highly regarded.

**REMUNERATION AND CONDITIONS**

The position is based in Brisbane, however travel may be required.

QDN operates under the *Social, Community, Home Care and Disability Services Industry Award 2010* and the Communications and Marketing Officer is paid under level 5 for up to 38 hours per week.

PRE-EMPLOYMENT SCREENING

The ability to gain a cleared National Police History Check and possess a current Queensland Driver’s Licence.

The appointee must ensure that they hold and keep current the required registration to perform in the role (e.g. yellow card, driver’s licence) and advise QDN of any change in circumstances that may impact on the continuation of registration or licence.