

# Position Description Marketing Communications and Events officer

## Position Description

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<b>Position title:</b>	
<b>Effective date:</b> May 2021	<b>Location:</b> Canberra
<b>Position level:</b> Level 6	<b>Work area:</b> OCEO
<b>Reports to:</b> CEO	<b>Employment type:</b> Full Time Permanent
<b>About ANMAC</b>	<p>The Australian Nursing and Midwifery Council (ANMAC) is a not-for-profit organisation that has been established since 2010 to undertake the accreditation of Nursing and Midwifery programs leading to registration as a nurse or midwife. ANMAC is governed by a Board of Directors consisting of five member organisations and four non-member Directors.</p> <p>ANMAC is appointed by the Nursing and Midwifery Board as the external accreditation entity for Nursing and Midwifery education under Australia's National Registration and Accreditation Scheme. ANMAC also assesses the skills of nurses and midwives who want to migrate to Australia under the General Skilled Migration category. ANMAC has been contracted to provide executive and secretariat support to the Australasian Osteopathic Accreditation Council (AOAC). ANMAC also provides services to Health Education Services Australia (HESA) which provides services to the health education sector.</p>
<b>Organisational Values</b>	<p>Excellence</p> <p>Inclusion</p> <p>Accountability</p> <p>Integrity</p> <p>Lifelong Learning</p>
<b>Equal Opportunity Employer</b>	<p>ANMAC is an equal opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. Aboriginal and Torres Strait Islander applicants are encouraged to apply.</p>
<b>Focus of Duties</b>	<p>To support the CEO in the development, delivery and overseeing of ANMAC, AOAC and HESA's strategic communications and engagement strategy through the use of digital and traditional media.</p> <p>Support increased awareness of the role of ANMAC, AOAC and HESA to the community at large through creative communication and marketing strategies. Increased recognition of all of the organisation's brand and the roles they undertake.</p> <p>The role is expected to support the Office of the CEO in providing marketing and communication functions across all Boards and committees associated with ANMAC.</p>

# Duties and Selection Criteria.

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## Main duties

1. Develop and deliver consistent, effective and professional communications, marketing and engagement strategies for ANMAC, AOAC and HESA.
2. Work with the CEO to Identify media and social media opportunities, write media releases.
3. Manage the Organisation's social media presence, including overseeing content creation.
4. Develop, implement, manage and review appropriate systems, processes and procedures to support effective and efficient communications and stakeholder engagement activities.
5. Work with the Chief Executive Officer to develop and implement strategies to improve the public relations and communications skills of the organisations staff.
6. Provide advice to the organisation's staff on communications and media matters, appropriate communications strategies, activities and tools.
7. Produce effective speeches, digital content and other marketing and communication materials across a range of media and for a range of audiences.
8. Project-manage public relations projects.
9. Report on the effectiveness of communications and marketing strategies.
10. Undertake other communication activities as required.
11. Actively participate in and contribute to the organisation's improvement initiatives and related training, ensuring that quality and safety improvement processes are in place and acted upon.
12. The incumbent can expect to be allocated duties, not specifically mentioned in this document, that are within the capacity, qualifications and experience normally expected from persons occupying positions at this level.

## Essential requirements

- Tertiary qualifications in marketing, journalism, communications or related discipline.

## Desirable requirements

- Experience in the not-for-profit sector or health industry communications activities

## Selection Criteria

1. Demonstrated ability to forge and maintain productive working relationships, working pro-actively both independently and as part of a team, with the ability to maintain confidentiality and apply judgement.
2. High-level analytical skills with a proven ability to resolve complex communications and stakeholder issues and make sound and appropriate recommendations.
3. High-level written communication skills with demonstrated experience producing written communications, media and marketing material for a range of audiences.
4. High-level interpersonal and negotiation skills with a proven ability to effectively liaise with others, exercise sound judgment and work collaboratively with internal and external stakeholders.
5. Demonstrated high-level planning, organisation, and coordination skills together with the ability to recommend and decide on appropriate action in an environment subject to work pressure, competing priorities, ambiguity and change under limited supervision.
6. High level communication skills with a strong customer service focus meeting the expectations and requirements of internal and external customers and uses feedback to improve services.
7. Appropriate contemporary digital marketing skills

Approved	Signature	Date
Chief Executive Officer		