

## **Communications & Campaigns Officer**

### **Selection Criteria**

#### **Essential Criteria**

1. Tertiary qualification in Public Relations, Journalism, Marketing, Communication or Law, or a related field. Equivalent three years of experience will also be considered.
2. Experience in digital and online production and communication skills and experience in applying these skills to various digital mediums. This includes knowledge, understanding and prioritisation of user-centred design principles.
3. Experience with content management systems (including Wordpress) and with Adobe Creative Suite programs and other online production software.
4. Strong and clear writing and research skills, attention to detail and good understanding of online communication principles.
5. Well developed computing skills, particularly the ability to utilise the Microsoft Office suite of applications in a MS Windows environment.
6. Experience in email marketing and social media.
7. Experience researching, designing and executing policy, advocacy, communications and campaign activity.
8. Community development skills or experience in the community sector and a commitment to social justice.

#### **Highly Beneficial Criteria**

1. Multimedia design skills including graphic design, video production and editing.
2. Demonstrated experience in media relations with a track record in securing media coverage.
3. Experience in communicating and working constructively with and for Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse groups and vulnerable communities.
4. Any counselling, case management background, financial counselling or legal training;
5. Familiarity with financial services, including insurance law, regulation and practice, or interest in acquiring knowledge in these areas.
6. Familiarity with consumer issues.