

**POSITION DESCRIPTION – COMMUNICATIONS OFFICER**

<b>POSITION TITLE</b>	<b>Communications Officer, 0.6 FTE</b>
<b>REPORTS TO</b>	<b>President &amp; Webmaster</b>
<b>REMUNERATION</b>	<b>Salary package ~ \$65,000 per annum (incl. 11% superannuation)</b>

**ROYAL SOCIETY OF NEW SOUTH WALES**

The Royal Society of New South Wales is a learned society with a distinguished 200-year history dedicated to public, interdisciplinary discussion of important matters in the sciences and humanities. The Society contributes to public good by mobilising the expertise of members, providing authentic and authoritative information, addressing national and global challenges, and recognising and promoting excellence. In so doing, the Society is integral to the social and economic wellbeing, and the profile and reputation of New South Wales.

**PRIMARY FUNCTIONS OF THE COMMUNICATIONS OFFICER**

Operating within a complex service environment, the Communications Officer will work under the broad oversight of the Council. The Council is responsible for the governance and strategic direction of the Society in accordance with the Society’s aims and objectives.

The Communications Officer supports the objectives of the Society and makes a proactive and positive contribution to its culture and goals by contributing to three broad areas: developing and implementing marketing and communications strategies that increase engagement by its members and raise its public profile by disseminating communications to the membership and external audiences; developing and maximising the impact of the Society’s media and public relations strategy.

**KEY ACTIVITIES AND ACCOUNTABILITIES**

The following activities and accountabilities are designed to deliver outcomes aligned with the Society’s strategic goals. While delivering outcomes, the incumbent is expected to honour and adhere to the Society’s policies, codes, and guidelines.

<b>1.</b>	<b>Activities</b>
	<p>Developing a communication strategy, including the Society’s use of social media.</p> <p>Monitoring and measuring media and publicity impact of the Society’s communications.</p> <p>Developing and disseminating communications (printed and online), including the Society’s newsletter.</p> <p>Contributing to the design and development of content, and implementation on the Society’s website.</p> <p>Publicity for lectures and special events.</p> <p>Producing communications to members in collaboration with the Webmaster and the Society’s contracted service provider.</p>



Ensuring an up-to-date and accurate membership and friends of the Society database for use by the Society, and particularly its committees.

Preparing and implementing surveys of members and external stakeholders of Society services to guide planning.

**2. | Accountabilities**

Development and implementation of communications strategies to raise the profile of the Society's programs and improve member services and engagement.

Incorporation of understanding of the market segments of the Society's membership, using internal and digital communications, media outreach, and social media platforms to communicate and enhance the Society's program and impact.

Development and maintenance of positive working relationships with internal and external stakeholders, including government, industry, and academic partners.

The capacity to use qualitative and quantitative data to continually enhance RSNSW programs and impact.

Act in ways that align with and actively demonstrate adherence to the RSNSW Code of Conduct.

Understand and commit to the RSNSW aims, objectives, values, and ethical standards.

**KEY INTERNAL RELATIONSHIPS**

<b>MAIN CONTACTS</b>	<b>PURPOSE</b>
President	Provision of high-level strategic information on service levels and issue escalation.
Webmaster	Close working relationship with Webmaster to prepare and distribute marketing and communications content to membership and external communications channels, including social media.
Treasurer	Financial, budget and accounting matters.
Secretary	Governance and operational matters.
Council and Branch Committee Chairs	Provision of relevant information as required.
Members of the Society	Provision and co-ordination of information.
The Association Specialists (the Society's secretariat service provider)	On agreed and contracted service deliverables.

**DECISION MAKING**

The Communications Officer is expected to work under the broad direction of the President and Webmaster with a degree of autonomy to manage the day-to-day activities. The incumbent exercises sound judgement on the escalation of issues. The incumbent has the authority to proactively apply sound analysis, identify, and prioritise issues and develop compliant and best practice solutions to meet the strategic and operational goals of the Society for its marketing and communications.

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## QUALIFICATIONS

Bachelor's degree in communications, journalism, or public relations, or a relevant tertiary degree and subsequent relevant experience.

## EXPERIENCE AND SKILLS

#	SELECTION CRITERIA
<b>Essential</b>	
1	Demonstrated experience assisting with developing, delivering, and measuring internal and external communications and marketing programs.
2	Demonstrated experience in distilling complex information into straightforward messages for communication to a diverse group of stakeholders, in support of strategic goals.
3	Advanced computer literacy with demonstrated skills relating to the use of standard office and data analysis software (particularly Microsoft 365), experience with website and email content systems, corporate communications, and customer relations, and managing and growing social media presence
4	Proven ability to liaise effectively with all levels of internal and external stakeholders, and exercise creativity and enthusiasm in the development of new initiatives.
5	Excellent time management and organisational skills, with the ability to navigate through competing deadlines.
6	Superior written and verbal communication skills and the proven ability to influence and negotiate with stakeholders to achieve successful outcomes.
7	Ability to deliver results at a self-guided pace with limited direct supervision.
8	Adaptable and flexible team player.
9	Alignment with the Society's Values and Equal Employment Opportunity
10	Australian or New Zealand citizenship or Australian Permanent Resident
<b>Desirable</b>	
1	Creative communication skills and relevant experience in (but not limited to) graphics/design and editing, video and audio production, photography, creative writing, drawing, animation.