



Purple Orange

Team Member

Role description & person specification

Title: EYDN Communications Officer

Term of Appointment: 0.4FTE (15.2 hours per week), 2-year contract

ABOUT THE ROLE

1. Summary of the role's aim

As a Communications Officer to the incorporated association Enabled Youth Disability Network (EYDN), this role will:

- Influence positive change by using web and social media channels to distribute pre-authored content from advocacy and policy work in a way that cuts through the jargon and speaks directly to people.
- Help EYDN to communicate its brand and grow its social media presence in a way that brings true value and meaning to our audience.

In support of the above, the role is responsible for:

- Scheduling and posting communications that build community awareness of EYDN, its advocacy work and activities such as peer support networks, workshops and mentoring groups
- Contributing to a social media culture of audience engagement, including feedback and audience-generated content
- Contributing to a body of media work that:
 - Communicates and promotes the work of EYDN
 - Tells awareness-raising stories about the lives of young persons living with disability and their families
- Contributing to the development and maintenance of web and social media channels that:
 - Push content out to stakeholders in a way that is accessible and engaging
 - Assist stakeholders to engage in the work of EYDN
 - Pull information from stakeholders in a way that supports the activities and goals EYDN
- Maintaining stakeholder contact information

2. Main Benefits (Outcomes)

[A summary of the measurable benefits that will be brought to the target community]

The success of this role will be reflected by its practical support for:

- A growing body of media work, across a range of contemporary formats and platforms, that accurately and effectively tells the stories of the work of EYDN
 - A growing body of media work, across a range of contemporary media formats and channels, that accurately and effectively tells the stories of the lives of young people living with disability and their families
 - Better-informed stakeholders about the work of EYDN
 - A growing audience, by at least 20% per year, that engages, interacts and returns regularly to EYDN's media channels for information and connection
 - Favourable change in both mainstream and social media reporting of EYDN and its work
 - Well-maintained contact list of all stakeholders connected to EYDN's work, and who receive tailored communications
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3. Main Deliverables (Outputs)

[A summary of what the role will quantitatively produce]

The role will be responsible for the following deliverables:

- Delivery of designated parts of a communications plan developed for the EYDN project
- an accessible, up-to-date website for EYDN (designed and technical developed by a third party; on-job training can be provided to the incumbent to be able to edit site content)
- Delivery of at least four posts (typically based on draft content supplied by others) to EYDN's social media sites each week, including:
 - At least one post for each of the 10 peer support meetings held each year
 - At least one post for each of the six regional workshops that will be held over the life of the project
 - At least one post for each of the four student group mentoring workshops held each year of the project
- Live-streaming of at least two regional workshops
- basic design and distribution of promotional material for EYDN's activities, such as flyers for the 10 peer support meetings each year, the six regional workshops and the eight student group mentoring workshops
- assisting the successful recruitment of project participants (for example peer network members, workshop participants) to feature in content such as written articles, podcasts and videos
- Maintenance of stakeholder contacts information
- Administration of biannual feedback surveys about EYDN's communications
- Preparation of reports on communications activity

4. Main work activities (Processes)

The main work activities are:

- Scheduling of communications work based on priorities set by Project Leader
- Stakeholder liaison re preferred website features
- Liaison with website designer re website design, construction, and testing
- Liaison with stakeholders available to test and monitor website for accessibility and navigability
- Liaison with stakeholders re contribution to social media posts, written articles, podcasts and videos, reflecting the project's work and related matters of interest to project stakeholders
- Liaison with agency co-workers re providing content for posts
- Liaison with other stakeholders and sources re subject-specific material
- Monitor media for items relevant to young people living with disability, that could be converted to posts, podcasts, clips, etc, and alerting Project Leader re same
- Assembling posts for social media and related platforms
- Checking publishable content for readability and errors
- Posting to social media, monitoring engagement activity, and assisting queries and engagement conversations
- Track social media trends and liaise with Project Leader on these, and apply as directed to help grow EYDN's audience and drive engagement
- Operating the technology arrangements that assist live streaming events
- Drafting flyers and related materials, using EYDN brand templates
- Distributing flyers through email, social media, and similar platforms
- Scouting locations for video shoots
- liaison with interview subjects in advance of shoots
- Assisting video shoot set-ups by carrying equipment, taping down cables, adjusting lights, engaging with interviewees etc
- Assist with discovering and sourcing audience-generated media content
- Entering and updating contacts information in database
- Fetching data on performance of digital platforms and communication initiatives, and on stakeholder numbers, for inclusion in reporting
- Maintaining activity logs of work
- drafting reports in a timely manner on work conducted
- Assistance to senior staff re problem-solving, communications plan refinements, and related activities
- Regular liaison with senior colleagues on ethical matters relevant to the work of this role, and act on instructions to help ensure EYDN communications are safe
- Mine EYDN's body of work, and mine conventional and social media, for information and ideas, to assist in video story leads and research.

- Other activities as directed by CEO or delegate.

5. Reporting/Working Relationships

This role reports to (role sponsor): TBC

This role is responsible for maintaining good networks with stakeholders, including:

- People living with disability, and other people in their lives such as family, friends and other supporters
- Agency co-workers
- Other organisations advancing the voice and rights of people living with disability (in particular young people living with disability)
- Community leaders and NGOs relevant to the work
- Government organisations
- Others as required

6. Special Conditions (Such as travel requirements, frequent overtime, etc).

This position involves travel within the metropolitan area and some regional locations from time to time. A current motor vehicle licence is desirable.

The role demands a commitment to:

- support the integrity of the organisation by maintaining a high standard of personal and professional conduct that supports our values, including:
 - people living with disability having personal authority in their lives
 - people living lives of active Citizenship
 - inclusive communities
 - capacity-building
 - the exercise of ambassadorship
 - the exercise of your best judgement in respect of safeguards for you, your fellow team members, people living with disability and their families, and other visitors to our organisation

- support, and contribute to, the achievement of the goals of the above agencies and their associated initiatives, as set out in strategy and business plan documents
- Initiate, and participate in, activities in support of best practice, a learning organisation, and the generation of knowledge capital

Acknowledged by Role Holder /...../.....

Role Sponsor..... /...../.....

ABOUT THE ROLE HOLDER

Essential Criteria

1. Values-driven

- Deep commitment to improving the life chances of people living with disability and their families, especially in relation to choice (Personhood) and inclusion (Citizenhood)
- Able to reflect this coherently and consistently in thoughts and actions

2. Experienced

- Insight, ideally through previous experience, of a range of issues relevant to our work
- Use of web and social media platforms to run a group identity or campaign (ie your experience goes beyond personal recreational use)
- Use of programs to design promotional material such as flyers and infographics

3. Responsible

- Personally well-organised, and comfortable working in a project-based environment
- Sense of ownership, taking responsibility for the work and the results

4. Proactive

- Self-starting: able to run day without being prompted, including setting daily priorities to meet deadlines
- Solution-focused, taking a positive attitude to setbacks, knowing when to ask for help, and assisting the development of solutions
- Scout: capacity to hunt new information and contacts

5. Think-write-speak

- Good thinker, and capacity to reflect this clearly in their writing and dealings
- Capacity to talk about ideas and issues in the context of the project goals, and to reflect this in both verbal and written form.

6. Relationships

- Diplomatic: able to build positive and productive relationships with a wide range of stakeholders
- Collaborative: a team player, able to contribute to the maintenance of a harmonious, safe and healthy workplace, free of harassment, unlawful discrimination and bullying and where diversity is valued

7. Growth

- Interested in deepening practice, through review and reflection, and responding positively and constructively to critical feedback and new ideas
- Capacity to undertake self-directed learning, including through reflecting on work progress

Desirable criteria

1. Lived experience of disability
2. A deep understanding of issues affecting and of interest to young people
3. Post-secondary education relevant to media production and/or stakeholder communications

NOTE: knowledge and experience of video production, including live-streaming, not essential