



DIGITAL COMMUNICATIONS OFFICER AT INFRASTRUCTURE THINK TANK

Infrastructure Partnerships Australia (IPA) is an independent think tank and executive member network across the public and private sectors. It was created to drive purposeful communication in infrastructure and efficient public services, to achieve the best possible economic and social success for Australia.

We consider infrastructure as spanning transport, utilities and social services, such as social housing, public health and justice.

IPA has a vision to communicate well researched public policy solutions, such as how to ease road congestion, make more social housing available and create better public utilities in an understandable and useful way. To do this IPA has invested in two new websites (infrastructure.org.au and infrastructurepipeline.org) with a variety of digital communication tools to help us advocate for better infrastructure.

We're looking for a Digital Communications Officer who can administer our web and social communications, while working with IPA's management team to develop and implement IPA's ongoing digital strategy.

Position:	Digital Communications Officer
Reporting to:	Director, Media & Communications
Key Outcomes:	<ol style="list-style-type: none"> 1. Ensure both of IPA's websites and social media channels are updated quickly and accurately, and project manage any content changes to these channels 2. Systematically review IPA's websites and social media channels and recommend improvements for both content and process 3. Maintain a fully-referenced policy and infrastructure project content database and ensure it is updated in a timely manner online 4. Produce digital content that responds to contemporary issues in the infrastructure sector
Key Relationships:	<p>Help develop, grow and maintain effective relationships with:</p> <ol style="list-style-type: none"> 1. IPA's policy, membership and media teams 2. Public relations, project and media contacts in public and private sector infrastructure organisations 3. IPA's external design agencies
Duties:	The Employee's duties include:

	<ol style="list-style-type: none"> 1. Maintenance of IPA's websites, ensuring that content is updated in a timely and accurate manner 2. Development and dissemination of engaging content across IPA's website and social media channels 3. Lead website development with external agencies 4. Development and implementation of digital media strategies 5. Produce regular analytics reports on IPA's digital presence and provide recommendations for improvement 6. Systematically review online content to ensure accuracy 7. Assist with the maintenance of IPA's contact database 8. Send EDM updates to key stakeholders as required 9. Undertake other relevant duties as assigned
Required attributes:	<ol style="list-style-type: none"> 1. Excellent oral and written communication skills and attention to detail 2. Excellent presentation and interpersonal skills 3. Good understanding of digital media and marketing 4. Ability to copywrite and edit content 5. The ability to work effectively under pressure as part of a team or independently to meet deadlines, organise work and set priorities 6. Strong organisational skills 7. The ability to work under limited supervision, and to apply initiative and sound judgement 8. A working knowledge of key social media platforms 9. A working knowledge of the Adobe Creative Suite
Desirable attributes:	<ol style="list-style-type: none"> 1. Tertiary qualifications in a relevant discipline or 2-3 years relevant work experience. Recent graduates are encouraged to apply 2. An interest in public policy and infrastructure (transport, energy, water, health, education, social housing) 3. Experience with WordPress and/or other web management systems 4. Experience with Google analytics or other web analytics tools
Other requirements:	<ul style="list-style-type: none"> • The position is Sydney-based.

	<ul style="list-style-type: none"> • Limited intra and interstate travel may be involved. • Working outside normal office hours may be required.
Employment Term:	<p>Two year contract to begin as soon as possible, which may be renewable.</p> <p>A six month probationary period from the commencement date will apply and during this time the agreement can be terminated by either party without notice or penalty.</p>
Remuneration:	<p>Remuneration will be a gross salary package negotiated on relevant skills and experience. It will include superannuation, personal leave, annual leave and any other statutory entitlements.</p> <p>Remuneration will be reviewed annually in accordance with a performance review program.</p>
Performance bonus:	A modest performance bonus may be accessed as agreed by the Board of Directors.
Performance Review:	<p>A formal performance review will take place at least each twelve months to:</p> <ul style="list-style-type: none"> - review achievements; - set future work programs; - agree key performance assessment criteria; and - discuss remuneration.
Annual leave:	The annual leave entitlement is 20 days per annum accrued on a pro-rata basis. The IPA office closes over the Christmas – New Year period. IPA practice is to maximise the Christmas period for staff holidays.
Personal leave:	Ten (10) days per annum. This covers sick leave and carers leave.

How to apply

Applicants for this position must address the required attributes stated in the job description and send their applications to:

Human Resources Manager
 Infrastructure Partnerships Australia
 PO Box R1771
 ROYAL EXCHANGE NSW 1225

Or email to:
IPACareers@infrastructure.org.au

For further information please contact the Director - Economics and Policy, Nick Hudson, on telephone 02 9152 6000