



DIGITAL COMMUNICATIONS OFFICER AT INFRASTRUCTURE THINK TANK

About Infrastructure Partnerships Australia

Infrastructure Partnerships Australia is an independent think tank and peak industry body with members across the public and private sectors. Infrastructure Partnerships Australia was created to drive purposeful reform in infrastructure and efficient public services, with the aim of achieving the best possible economic and social success for Australia. We consider infrastructure issues spanning transport, utilities and social infrastructure (such as social housing, health, education and justice).

Infrastructure Partnerships Australia 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 with a variety of digital communication tools to help us advocate for better infrastructure.

The role

We are recruiting for a Digital Communications Officer within Infrastructure Partnerships Australia's Communications & Engagement team.

Infrastructure Partnerships Australia has a vision to communicate well researched public policy solutions in an understandable and useful way. To do this Infrastructure Partnerships Australia invested in two new websites with a variety of digital communication tools to help us advocate for better infrastructure.

The successful candidate will play an important role including administering our web and social communications, while working with Infrastructure Partnerships Australia's management team to develop and implement Infrastructure Partnerships Australia's ongoing digital strategy.

Key Outcomes

As a key staff member within the small & reactive Communications & Engagement team, your key outcomes will be:

- Ensure Infrastructure Partnerships Australia's websites and social media channels are up-to-date with information across Infrastructure Partnerships Australia's various policy, events and advocacy functions, as well as news and events across the broader sector
- Infrastructure Partnerships Australia staff and members are informed about the latest developments in the sector through timely, insightful and informative updates following systematic reviews and information gathering across a range of physical and social media channels⁴
- The Infrastructure Partnerships Australia policy and infrastructure project online content database is up-to date and fully referenced, and
- Infrastructure Partnerships Australia is recognised as an industry leader in the production of digital content that responds to contemporary issues in the infrastructure sector



Key Responsibilities

- Maintenance of Infrastructure Partnerships Australia's websites, ensuring that content is updated in a timely and accurate manner
- Development and dissemination of engaging content across Infrastructure Partnerships Australia's website and social media channels, including the production of well-researched, insightful and informative copy writing
- Support in the development of digital and audio-visual production, including videos, podcasts and digital events using a range of software
- Development and implementation of digital media strategies
- Produce regular analytics reports on Infrastructure Partnerships Australia's digital presence and provide recommendations for improvement
- Systematically review online content to ensure accuracy
- Maintenance of Infrastructure Partnerships Australia's contact database, and
- Undertake other relevant duties as assigned by the CEO or the Executive Leadership Team.

About you

The successful candidate will join a team of dedicated infrastructure.

Preferred candidates required attributes:

- Tertiary qualifications in a relevant discipline and 2-5 years relevant work experience in producing online content
- Demonstrated knowledge of infrastructure issues and organisations, with deep contemporary relationships across the Australian public and private infrastructure sector
- Advanced understanding of digital media and marketing, including deep experience of key social media platforms
- Excellent oral and written communications skills and attention to detail
- Highly developed skills in copywriting and editing content
- Deep experience in video content ideation and creation - including all aspects of video content production for social media from conception, campaign strategy and delivery
- Excellent presentation and interpersonal skills
- Demonstrated experience in using Adobe Photoshop, InDesign and Illustrator
- Experience with writing interview briefs for podcasts
- Experience with Wordpress
- The ability to work effectively under pressure as part of a team or independently to manage competing priorities and projects, and deliver work to tight deadlines
- A passion for delivering positive change through infrastructure.

Other details

- Sydney CBD based position.
- Interstate travel and working outside normal hours may be required occasionally.
- Remuneration commensurate with experience.
- Opportunities for career development.
- Annual leave entitlement is 20 days per annum accrued on a pro-rata basis.
- Personal leave entitlement is 10 days per annum (including sick leave and carers leave).

Applicants please send CV to:
Human Resources Manager
Infrastructure Partnerships Australia at
IPACareers@infrastructure.org.au



For further information please email IPACareers@infrastructure.org.au

