

## Position Description

### Content Development/Graphics Officer

**Created:** 14 January 2020

**Reports to:** Team Leader – Student Engagement & Communication

**Level of supervision:** Routine supervision provided and will be provided extensive professional development opportunities

**Position Type:** Part Time Employee (0.8 FTE, 29 hours per week), Fixed Term until December 2022

**Level:** 3.1

#### Position Purpose

The role provides support and undertakes tasks to increase online communication and marketing capacity with effective and efficient communications for graduates including social media, stakeholder engagement, promoting events, publications and digital media. The role will also be responsible for all online/print content and design to support all major events and activities.

#### Main tasks

##### Key Responsibilities

- Work with the Communications/Stakeholder Engagement Officer to:
  - Redesign layouts of GSA related communication assets
  - Edit/proofread GSA documents and articles
  - Explore branding strategies that showcase GSA's value to its members and partners
  - Ensure information is up to date on all GSA channels, including internal communications
  - Review graphics and content for presentations
  - Improve digital engagement with GSA's Graduate Community and Partners
  - Liaise with related suppliers to ensure better outcomes for GSA
- Assist the wider team where needed, particularly with copy and graphic design for website, social media, print material, digital signage and merchandise.
- Creating visual and video content (including advertisements) for all social media platforms, including the GSA website to support Policy and Advocacy and Student Engagement activities.
- Coordinate the photography and image creation from all major events/activities
- Monitor, assist and/or provide referrals related to enquiries that come through GSA social media
- Any other tasks as directed by the Team Leader - Student Engagement & Communication

#### Key Selection Criteria

##### Essential criteria

- Undergraduate degree level, or equivalent in Communications/Graphic Design/Marketing or completion of a relevant qualification and subsequent relevant work experience
- High level verbal and written communication skills with the ability to relate effectively with a range of stakeholders
- Demonstrated ability to apply sound organisational and time management skills including the ability to prioritise and schedule communications, work independently and as part of a team
- Excellent interpersonal and broadcast communication skills, including experience in writing, editing and producing multimedia web and social media content, for a variety of audiences.

- Understanding of publishing and/or publication processes for electronic and hardcopy environments
- Demonstrated ability to think strategically and take initiative in relation to communications
- High level of proficiency in the use of standard application software such as the Microsoft Office suite and Adobe Creative Suite

**Desirable**

- Experience in Canva
- Experience using WordPress
- Experience in video editing
- An interest in producing podcasts
- Strong understanding and/or background in social media platforms such as Facebook, Instagram, LinkedIn, Twitter
- Working knowledge of MailChimp

**Working Hours**

The GSA Enterprise Agreement offers significant flexibility in the distribution of working hours to meet individual needs. This role is expected to work 4 days per week.

*Please note: This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e. that relate to a role of a Content Development/Graphics Officer*

**Acknowledgement**

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

**SIGNED BY**

.....  
Employee

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Date

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Manager

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Date