



Communications Director - POSITION DESCRIPTION

ABOUT YOUNG AUSTRALIANS IN INTERNATIONAL AFFAIRS

Young Australians in International Affairs (YAIA) is a not-for-profit organisation dedicated to connecting and engaging the next generation of Australian leaders in international affairs and to building the high calibre leaders necessary to navigate Australia's future in the Indo-Pacific century. YAIA is a company limited by guarantee and a registered charity with the Australian Charities and Not-for-profit Commission (ACNC).

ABOUT THE ROLE

We are seeking an experienced Communications Director to lead our digital marketing and communications strategies. The successful candidate will be responsible for the management of all digital platforms, including the website, social media channels, newsletter and marketing campaigns. This role involves developing compelling content, driving brand awareness and engagement through online channels, and an understanding of digital trends and analytics. The Communications Director is a key member of the Extended Leadership Team and will work closely alongside other National Directors and Branch Directors.

KEY INFORMATION

Title: Communications Director

Length of Appointment: 12 months

(3 month probation period)

Reports To: Chief Executive Officer

Commitment: 10-15 hours per week
(approximately)

Role Type: Voluntary- volunteers will not be remunerated for their time

ROLES AND RESPONSIBILITIES

Task	Description	% of Role
Social Media	<ul style="list-style-type: none"> Develop engaging and original content for Young Australians in International Affairs social media channels of LinkedIn, Instagram, Facebook and Twitter Plan and coordinate the production and scheduling of social media content Develop and implement visual branding guidelines that reflect YAIAs objectives. Assist with outreach activities to promote the organisation's initiatives 	40%

Leadership	<ul style="list-style-type: none"> ● Supervise Communications Officers to ensure the successful running of social media platforms and content calendar ● Maintain regular contact with Communications Officers via Slack and email 	25%
Website and newsletter	<ul style="list-style-type: none"> ● Maintain and update the content on the Young Australians in International Affairs website ● Create and distribute monthly newsletters to audience 	15%
Networking and relationship management	<ul style="list-style-type: none"> ● Collaborate with other Young Australians in International Affairs portfolios to ensure seamless integration and alignment of communications with overall brand messaging and portfolio initiatives. ● Represent Young Australians in International Affairs by communicating and interacting with members of the international affairs community ● Actively promote the work of Young Australians in International Affairs 	10%
Reporting and analytics	<ul style="list-style-type: none"> ● Monitor and analyse metrics and KPIs to measure the success of communications initiatives and campaigns ● Liaise with and report back to the Executive Leadership Team about the operations of the Communications Team ● Participate in monthly Extended Leadership Team meetings 	10%

KEY SKILLS, KNOWLEDGE AND ABILITIES

- ✓ Demonstrated knowledge of and interest in international affairs
- ✓ Excellent leadership skills
- ✓ Demonstrated experience using social media channels and online platforms
- ✓ Outstanding written and verbal communication
- ✓ Attention to detail and organisational skills
- ✓ Ability to network and liaise with a range of high level stakeholders

DESIRABLE SKILLS, KNOWLEDGE AND ABILITIES

- ✓ Previous experience in a not-for profit organisation
- ✓ Previous experience in volunteer management
- ✓ Demonstrated experience managing digital content

OTHER CRITERIA

Applicants must be:

- ✓ Australian citizens or permanent residents
- ✓ Aged between 18 and 30 years of age

INTERESTED?

Applications for the position of Communications Director should be addressed to Emily Conroy, Chief People Officer, Young Australians in International Affairs.

Please email a C.V. and a one-page cover letter, attached as one document, to e.conroy@youngausint.org.au (with j.woolnough@youngausint.org.au cc'd) by **11.59pm 11 August 2024**. Shortlisted candidates will be contacted for an interview (via Google Meet).