

August 21, 2017

**JOB SPECIFICATION: COMMUNICATIONS AND DIGITAL EXECUTIVE
PART TIME [BRISBANE]
MATERNITY LEAVE COVER – to JULY 2018**

Are you starting out in your communications career?

Are you interested in the Pacific region and international relations?

Would you like to gain some great experience working with government, international organisations as well as a variety of Australian businesses across industry?

If you are looking to build a career in communications that will take you to interesting places and beyond, improve your knowledge of communications strategy and digital marketing and make great connections in business, then this role is perfect for you.

The [Australia Papua New Guinea](#), [Australia Fiji](#) and [Australia Pacific Islands](#) Business Councils work to promote trade and investment between Australia and the Pacific Region. As membership-based organisations, the Councils have a large range of member companies that you will communicate and connect with through our various online platforms; website, social media, events and newsletters. You will also be responsible for approaching new business and introducing them to the Council's work.

The Council's also run a full calendar of business forums and smaller events throughout the year in Brisbane, Sydney, Melbourne and across the Pacific in places such as Papua New Guinea, Fiji, Vanuatu and Solomon islands. You will also assist in the management and promotion of these events.

This role is a part time maternity –leave cover involving approximately 2 days of work per week, with some training initially, with potential for scaled hours around specific events that the Councils run, which may also involve some travel.

This role is ideally suited to a marketing/communications/journalism graduate or someone early on in their communications career with 2-3yrs experience.

This role will provide an excellent grounding in and reference for future roles

Up for the challenge? You'll need to live and breathe digital marketing, with skills in social media, branding and all aspects of email campaigns. You will have excellent written and verbal communication skills and an interest or experience in the Pacific region and international relations is a plus. You will be able take on tasks and work autonomously with a strong focus on growing our membership base and keeping current members up to date through a communications strategy.

You will be confident, flexible and interested in adding to your skillset to be well equipped to manage the workload.

HERE'S WHAT YOU WILL NEED TO SUCCEED IN THE ROLE:

- Completed or completing Tertiary qualifications in Business / Communications / Public Relations / Marketing
- Strong written and verbal communications skills for reporting, writing content, articles, media releases and dealing with a range of stakeholders from Australia and the Pacific.
- Ability to search for and develop content for use across various platforms, an eye for detail and relevant information for your target market.
- Strong skills in social media management (Twitter, Linked in Facebook), email marketing campaigns (Mailchimp) and developing website content (Silverstripe).
- Ability to multi-task, prioritise tasks and manage deadlines.
- Accuracy and attention to detail
- Advanced Microsoft office skills
- Demonstrated ability to work co-operatively and positively as part of a very small team.
- Good understanding of social media and communications trends and technology
- Design abilities working with Adobe Creative Suite (Photoshop) is highly desired
- Understanding and interest in the Pacific region, its place in the global landscape and relationship with Australia is highly desired.

HOW TO APPLY

The role is approximately 2 days per week beginning in mid-late-September. There is some flexibility in hours which can be negotiated at interview stage to work with your schedule.

Please provide your current CV including references + a cover letter (max 1 pg) via email with SUBJECT: Job Application: Part Time Communications and Digital Executive – Your Name

To: **Mia Cusack**
Communications and Membership Executive

t: +61 7 3348 5142
e: mia@australiapacificbusiness.org.au
PO Box 422, Wynnum, QLD, 4178 Australia

If you have questions about this role, please call the above number and speak to Lillian Chapman, who will pass on your enquiry to Mia.

APPLICATION DEADLINE: 5th September, 2017