POSITION DESCRIPTION

Position: Digital Communications Officer  
Team: Campaigns and Communications  
Reports to: Manager Campaigns and Communications  
Key relationships: General Secretary and Assistant General Secretary, Manager Communications, Other Communication team members, Other NSWNMA staff and outside providers  
Hours of work: Full Time in accordance with the New South Wales Nurses and Midwives' Association (NSWNMA) Employment Enterprise Agreement  
Salary range: Senior Admin Band 2  

Vision Statement  
The New South Wales Nurses and Midwives’ Association (NSWNMA) is a strong, influential union of members respected as a contemporary leader in society for its innovation and achievements.

Our Values  
The NSWNMA conducts itself with integrity and courage, demonstrating creative and innovative approaches. The NSWNMA will be an authoritative advocate on behalf of the nursing and midwifery professions, as well as for the community in advancing a world-class, well-funded, integrated health system, based on a clear and considered vision for the future.

The NSWNMA will demonstrate ethical and respectful behaviour in its interactions with other organisations and society, whilst ensuring its own workplace is cohesive, fair and dynamic, embracing shared union beliefs.

Position Overview:  
- Assist in developing digital communications capacity for the NSWNMA by effectively communicating the goals of the union through various communication channels to members, non members and the community at large.

Key Responsibilities:  

Under the supervision of the Campaigns and Communications Manager:  
- Be a driver in the production of online content which are:
1. Promoting and building the NSWNMA as a voice for nurses, midwives and health
2. Strategically leveraging the organisation’s activities
3. Member and professionally focused
4. Raising the union consciousness of members
5. Complementing other communications projects

- Manage and drive content production on the NSWNMA corporate website, Association sponsored Nurse Uncut blog site, and social media channels by proactively seeking contemporary content that drives interest and engagement.
- Enhance and develop digital initiatives to bolster membership recruitment.
- Work closely with Sales and Marketing Coordinator to ensure Nurse Uncut content and advertising is closely aligned
- Analyse and draw insights from different analytics tools to create data driven recommendations
- Working with others in the NSWNMA to develop and implement digital communication plans and strategies focused on achieving the union’s strategic goals
- Assist manager in project development
- Assist team in events organising
- Provide support on production of the Lamp

Selection Criteria:

**Essential:**

- Demonstrated ability in broad digital communication skills including writing for social media channels and blog sites and visual communications.
- Excellent command of the English language both written and oral
- Well-developed digital skills including proficiency in various content management systems (CMS), campaign platforms or CRMs like Nationbuilder and Salesforce, and direct email management on systems like Mailchimp or Pardot
- Capable of analysing and reporting digital metrics
- Capacity to analyse complex issues and translate them into accessible, user-friendly language
- Disciplined and systematic with ability to closely follow a brief and meet tight deadlines
- Demonstrated capacity to be an open learner
- Commitment to contribute and work within a team
- Ability to work harmoniously with other union organisations and external stakeholders
- Experience in union communications within an organising framework
- Demonstrated time management skills
• Demonstrated capacity to listen and use active listening techniques
• Sound administrative skills

**Desirable:**
• Commitment to the trade union movement
• Experience as a journalist in magazine/online production
• Experience working for a Union or in health or government
• Skills in photography, layout and design
• Skills in coding
• Experience in community organising or groups/networks relating to a social justice issue or industrial issue
• Ability to speak, read and write in another language

I have read and understand the requirements of this position. I agree to undertake the responsibilities as set out in the position description.

Employee’s signature:
______________________________________________________

Date:
______________________________________________________