

POSITION DESCRIPTION

Position	Campaigns and Communications Assistant
Key Relationships	Manager Campaigns and Communications, Campaigns and Communications team members and cross-team collaboration with other teams within the Association
Salary range	Senior Administration Band 2, Level 1-5
Work Type	Full time in accordance with the New South Wales Nurses and Midwives' Association (NSWNMA) and Australian Nursing and Midwifery Federation New South Wales Branch (ANMF NSW Branch) Employment Enterprise Agreement
Direct Reports	NA
Location	50 O'Dea Ave, Waterloo NSW 2017
Reports to	Manager Campaigns and Communications
Team	Campaigns and Communications
Date created	April 2025
Last updated	June 2025

About the Association

The New South Wales Nurses and Midwives' Association (NSWNMA) is the registered union for all nurses and midwives in NSW. We represent the industrial interests of nurses, midwives and carers employed in NSW in the public, private, aged care and primary healthcare sectors.

Our vision is to be a strong and influential union for our members. One that is respected as a contemporary leader in society for its innovation and achievements.

At NSWNMA, we are strongly committed to fostering a respectful and safe workplace culture that thrives on our values on collectivism, advocacy, innovation, integrity and courage.

About the team

The Campaigns and Communications team is a multidisciplinary team that lead the communications and campaigns strategies to further the goals of the Association. The team has a diverse range of skills that provide advice, guidance and support to other teams within the Association.

Purpose of the role

The primary purpose of the Campaigns and Communications Assistant is to provide high level editorial and administrative support to the Campaigns and Communications team.

Key Accountabilities

1. Draft and send regular EDMs, including marketing emails as required.
2. Manage editorial aspects of podcast production, including scripting, sourcing talent and scheduling.
3. Under direction, manage data for large statewide or federal campaigns, including inputting and organising relevant data sources to support campaign objectives.
4. Generate digital reports as required to support lead-generation, informed decision-making and campaign effectiveness.
5. Monitor and update the Association's websites and manage team email inboxes, ensuring accurate, up-to-date information and timely responses.
6. Liaise with members to troubleshoot issues, allocate queries to relevant teams for resolution, and organise and archive Communications team resources to ensure efficient access and utilisation.
7. Assist in the creation of content for social media, including filming, editing, and captioning videos for reels and member communications.
8. Establish and implement the NSWNMA influencer strategy by building collaborative partnerships with nurse/midwife influencers to promote union membership and campaigns.
9. Provide general assistance to the Manager and the Campaigns and Communications team as required and coordinate support for campaign activities and events, including logistics, materials and resource management.

Key Challenges

- Manage competing priorities
- Complete assigned tasks and projects within strict deadlines
- May require work outside normal business hours at times
- Ability to upskill and develop a broad range of communications skills

Qualifications

Essential

- Tertiary qualifications in Communications, Public Relations, Journalism or a similar discipline or equivalent

Knowledge and Experience

Essential

- Minimum 2 years' experience in journalism, online campaigning or digital marketing.
- Experience working with digital campaigning tools and driving content for social media platforms
- Ability to exercise initiative and independently manage delegated tasks from start to finish
- Ability to maintain good co-worker relationships in a pressured and unpredictable environment, often faced with conflicting demands and priorities
- Experience with interpreting analytics and reporting

Desirable

- Experience working for a union

Skills

Essential

- Advanced writing and editorial skills
- Familiarity with social media and online campaigning techniques and a demonstrated understanding of communications theory
- High level skills in Office 365 and competency with web tools, CRMs and other marketing software, including the ability to troubleshoot
- Ability to exercise initiative and independently manage delegated tasks from start to finish
- Ability to liaise with managers, other staff members or NSWNMA members to deliver administrative requirements accurately and on time
- Experience with interpreting analytics and reporting these
- Demonstrated organisational and administrative and communication skills
- Time management skills and ability to prioritise and adhere to deadlines

Other

Commitment to the union movement and the values of the organisation.

Role dimensions

- **Decision making:** This role requires sound judgement in managing a range of deadlines relating to editorial, digital and administrative tasks within established frameworks. The incumbent is required to exercise initiative in problem-solving, managing competing priorities and interpreting data sources. While complex decisions are escalated to the Manager, the role demands the ability to assess situations and independently resolve day-to-day challenges to support campaign and communication objectives.
- **Budget and expenditure:** All expenditure requires the approval of Lead and/or Manager in line with Association Policies.