

## POSITION DESCRIPTION – COMMUNICATIONS ADVISOR

Position Title: Communications Advisor

Department: Communications

Manager: Communications Director, Jenny Mina

Location: Sydney or Melbourne

Employment Type: 12-month contract

### Role Purpose

To drive impactful digital communications strategies and content that attract, retain, and engage key audiences, positioning DCA as a thought leader in diversity and inclusion. This role supports cross-functional projects by aligning communication efforts with DCA's broader organisational goals, enhancing visibility, and ensuring cohesive messaging across key initiatives.

### Values In Action

- **Inclusion** - We create a diverse, equitable and safe workplace where everyone is respected and connected, and able to develop and contribute at work.
- **Fortitude** - We have bravery and stamina in our approach to navigate the discomfort and challenges that sometimes come with our work.
- **Growth Mindset** - We learn, unlearn and relearn by being open to different perspectives, constructive feedback and evidence.
- **Excellence** - We deliver high-quality, innovative and valued expertise and services that set the standard.
- **Collaboration** - We leverage each other's skills, expertise and lived experience to learn from each other and harness creativity through diversity.

At DCA, high performance and success are measured not only through the completion of tasks and responsibilities, but also in the way we demonstrate our values in action.

### Key Responsibilities

#### eCommunications

- Produce and distribute fortnightly eNewsletters
- Write copy for different DCA audiences, ensuring it is on brand, consistent, accessible and accurate.
- Assist in developing other digital eCommunications, such as event invitations, research briefs and communications from the CEO.
- Utilise digital communications platforms (e.g. MailChimp, Click Dimensions) to develop engaging and dynamic content.
- Liaise with subject matter experts who will provide key content.

## Other Digital Content

- Explore different mediums/formats to disseminate DCA research
- Develop videos for DCA research launches
- Liaise with designer, ensure approvals have been undertaken and review/edit as appropriate
- Collect data and review success of different formats.

## Website

- Keep key sections of the website up-to-date and current – e.g. home page, key research landing pages for research launches (WordPress)
- Maintain existing web pages and develop new pages, blogs to drive traffic to website
- Write copy for different sections of the website
- Support other members of the DCA team by updating website content
- Collaborate with DCA's website and CRM provider
- Monitor and respond to comments on digital platforms.

## Social Media Support

- Draft and publish social media content across LinkedIn, Instagram, Facebook and X in line with agreed social media strategy and priorities
- Monitor and respond to comments and messages on social media platforms.

## Analytics

- Regularly produce information that analyses traffic in:
  - Website traffic and engagement via Google Analytics
  - eNewsletter open and click rates
- Assist the Social Media Content Strategist, to regularly analyse social media performance and data
- Use analytics data to suggest improvements to content, products, services and business processes.

## Accessibility Advice

- Ensure all content produced by communications team meets current accessibility standards.
- Support development of accessible content as required.

## Important Skills and Capabilities

### Excellent written and verbal communication:

- proficiency in writing clear, concise, and engaging content
- strong verbal communication skills for presentations and meetings.

### Content creation and management:

- ability to create engaging content (news items, blog posts, social media updates, e-newsletter content)
- experience with or ability to learn to use content management systems (CMS) and editorial calendars.

### Strategic planning:

- ability to develop and execute communication strategies via key channels
- strong project management skills to handle multiple campaigns and initiatives.

**Issues management:**

- experience in managing communication issues
- ability to craft and deliver timely and appropriate responses.

**Stakeholder engagement:**

- experience in engaging and managing relationships with key stakeholders
- ability to tailor messages for different audiences.

**Digital marketing and analytics:**

- ability to analyse data and metrics to measure the effectiveness of communication efforts.

**Creative thinking and problem-solving:**

- ability to generate innovative ideas for campaigns and problem-solve on the go
- flexibility to adapt to changing circumstances and feedback.

**Attention to detail:**

- ensure accuracy and consistency in all communications
- ability to proofread and edit content meticulously.

**Team collaboration:**

- strong teamwork and interpersonal skills
- ability to work effectively with other departments and team members.
- ability to practice inclusive behaviours and use inclusive language when working with DCA team members.

**Basic technical proficiency:**

- able to update/create website content using drag-and-drop style editors – or ability to learn
- familiarity with and/or ability to learn to use communication tools and software (e.g., Adobe Creative Suite, Canva, Microsoft Office).
- WordPress skills to manage and maintain our website, ensuring seamless performance and user-friendly design.

**D&I awareness:**

- understanding and appreciation of inclusivity and diverse perspectives
- ability to communicate inclusively and effectively with diverse audiences
- interest and desire to continually learn about D&I through our own and external events, research, resources and tools
- attend training and upskilling activities within the DCA training calendar.

**Project management:**

- ability to manage multiple projects simultaneously
- skills in setting priorities, meeting deadlines, and managing resources efficiently.

**Optional but beneficial skills:****Graphic design:**

- ability to create visual content that enhances written communication – e.g. create design elements in Canva to support social media or web content.

**Video production:**

- skills in, or ability to learn, video editing and production to create engaging multimedia content.