



An Australian Government Initiative



MURRAY NSW

# Communications Officer Position Description

(part-time, fixed-term contract for up to 12 months to cover maternity leave)

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**POSITION TITLE:** Communications Officer (part-time, fixed-term contract to cover maternity leave)

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**PREPARED BY:** Edwina Hayes

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**DATE:** 25/01/2024

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## 1. Position Summary

The Communications Officer is responsible for building connections with stakeholders, promoting RDA Murray's brand and writing copy for RDA Murray's website, newsletter, and social media.

The ideal candidate will be a proactive problem solver with great communications skills and attention to detail.

We are seeking a friendly, flexible, and efficient person to become a member of our team on a part-time, fixed-term contract to cover maternity leave.

## 2. Responsibility profile

The primary responsibilities for this position are:

- Implementing the Communications Strategy by:
  - Maintaining RDA Murray's social media presence.
  - Writing and disseminating promotional material.
  - Responding to inquiries from the public and media.
  - Coordinating promotional events.
- Writing, editing, and distributing content including, newsletters, press releases, annual reports, speeches, and other marketing material.
- Providing support to the CEO, Board, and team.
- Planning and overseeing new marketing, promotion, and communication initiatives.
- Supporting the writing of business proposals, grant applications, briefings, and reports.
- Reporting on successes and areas needing improvements.
- Establishing and maintaining relationships with journalists and maintaining a media database.
- Attending conferences, meetings, and industry events.
- Maintaining records of media coverage and collating analytics and metrics.
- Utilising design and publishing software.
- Maintaining strict confidentiality.
- Ensuring the health and safety of yourself and others.

### Key Performance Indicators

1. Growing RDA Murray's profile.

*Measure: Increasing networks, meeting contract milestones, meeting Annual Business Plan outcomes.*

2. Increasing stakeholder engagement.

*Measure: Social media metrics, event attendance.*

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### 3. Organisational profile

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This position reports to:	CEO and Director of Regional Development
Vision	The Murray Region will be a more connected, skilled, and diverse community, embracing innovation and opportunities for inclusion and economic prosperity for all.
Mission	To provide leadership, foster innovation and support collaborative action at a local, national, and global level, to realise the region's potential.
Values	Integrity, Leadership and High Achievement.
2022-2025 Strategic Priorities	<p>By June 2025, the Murray Region will be better connected, further resourced (financial and human capital) and have made measurable impacts toward improving economic, environmental, and social wellbeing.</p> <ol style="list-style-type: none"><li>1. Investing in People e.g. Country Universities Centre Southern Riverina cluster</li><li>2. Investing in Places e.g. SWNSW Renewable Energy Zone</li><li>3. Investing in Services e.g. Regional Connectivity</li><li>4. Investing in Industries and Local Economies eg JobsRiverinaMurray</li></ol>

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### 4. Selection Criteria

The following qualifications and experience are necessary for this position:

- Tertiary Qualifications in business, marketing, communications or related field or equivalent experience.
- Demonstrated high level marketing, communications, and organisational skills.
- Strong time-management skills, attention to detail and the ability to organise and coordinate multiple projects at once.
- Flexible team player with the ability to flourish with minimal guidance.
- Proficient in Microsoft Office, social media platforms, data management and tracking apps and content management systems.
- Evidenced high level writing and content creation skills.
- NSW Driver's Licence.