



POSITION DESCRIPTION

Position	Visual Communications Officer
Team	Campaigns and Communications
Reports to	Manager Campaigns and Communications
Key relationships	Manager Campaigns and Communications, Campaigns and Communications team, members of other teams.
ANZSCO code	225114
Salary range	Senior Administration Band 2, Level 1-5
Work Type	Full time / Part 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
Location	50 O'Dea Ave, Waterloo NSW 2017
Date created	09/07/2024
Last updated	-

About the Association

The New South Wales Nurses and Midwives' Association (NSWNMA) and the Australian Nursing and Midwifery Federation NSW Branch (ANMF NSW) is the registered union for all nurses and midwives in NSW. The Association represents the industrial interests of nurses, midwives and carers employed in NSW in the public, private, aged care and primary health sectors. Our role is to protect the interests of nurses, midwives and the nursing and midwifery professions.

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

About the team

The Campaigns and Communications team is responsible for NSWNMA's external and internal communications. The team co-ordinate major campaigns, create and design communications collateral, maintain multiple websites and the membership portal, oversee member benefit programs, produce video content and podcasts, manage social media and respond to media enquiries.

About the role

The primary purpose of the Visual Communications Officer role is to improve user experience (UX) and increase member engagement. The role is responsible for preparing timely and engaging external and internal communications.

This role supports various members of the team, such as the Graphic Designer and Digital Developer, as well as the Digital Producer, and the Digital Communications Officer, in creating materials and optimising platforms.

This role will draw on your:

- Ability to coordinate projects that adopt human-centred design principles, to ensure strong member engagement and advance the interests of our members and potential members.
- Capacity to collaborate across internal NSWNMA teams to deliver goals and outcomes.
- Demonstrated experience as a collaborative team player.
- A self-starter, adept at proposing and implementing solutions that optimise and enhance users' digital experiences.



Key Accountabilities

1. Develop content and prepare graphic design materials using relevant technologies.
2. Prepare fit for purpose photography, videography and digital production, aligned to briefs provided.
3. Prepare and propose creative solutions to design challenges.
4. Develop, test and evaluate new methods of engaging members and generating new member leads.
5. Ensure consistent brand communication across all collateral, to enhance engagement.
6. Apply best practice human-centred design methodologies, design thinking and guidelines to enhance digital experience and accessibility for web and mobile applications.
7. Develop and execute high-impact SEO strategies to drive organic traffic and improve search engine rankings.
8. Support team members in the development of campaigns, member engagement, and the achievement of team goals and targets.
9. Assist with ongoing monitoring and reporting of platforms, including risk management and benefits realisation, to identify and address issues in a timely manner.

Key Considerations

- Ability to develop a structured work pattern of priorities in consultation with team members and the Manager.
- Ability to support a high performing team, to ensure the realisation of operational and strategic goals.
- Ability to manage multiple tasks, competing priorities, troubleshoot and provide consistent support and campaign delivery, to short deadlines.
- Excellent communication skills and ability to closely follow a brief to meet deadlines.

Qualification and experience requirements

- **Essential:** (1) Tertiary qualifications in graphic design or a similar discipline with equivalent experience. (2) Well-developed content creation skills. (3) Demonstrated ability in user experience enhancements. (4) Proficiency with SEO principles and digital analytics (5) Experience in photography, videography, digital production, and editing.
- **Desirable:** (1) Website management (such as WordPress) and development skills. (2) Skills in campaign planning and development or marketing (including digital ads). (3) Ability to speak, read and write in another language.

Role dimensions

- **Decision making:** This role has autonomy to make decisions around time management and the priority of tasks within timeframes, under supervision.
- **Reporting line:** Manager, Campaigns and Communications
- **Direct reports:** nil
- **Budget and expenditure:** nil