

POSITION TITLE:	Media and Communications Officer - MYAN		
REPORTS TO:	National Coordinator, MYAN		
POSITION CLASSIFICATION:	Part-time Fixed Term		
AWARD/CERTIFIED AGREEMENT	Social, Community, Home care and Disabilities Award 2010 and CMY Collective Agreement 2015-2018 or any replacement agreement		
LOCATION:	Carlton	APPROVED BY:	Nadine Liddy
SALARY:	SCHADS Level 4, plus: <ul style="list-style-type: none"> • Access to salary packaging • Superannuation at 9.5% • Annual leave loading • Pay rise of approximately 4% per annum • Generous entitlements including cultural leave options and flexible work arrangements 	LAST UPDATED:	August 2019

About CMY

The Centre for Multicultural Youth (CMY) is a not-for-profit organisation based in Victoria, providing specialist knowledge and support to young people from refugee and migrant backgrounds. Our vision is that young people from migrant and refugee backgrounds are connected, empowered and influential Australians. Through a combination of specialist support services, training and consultancy, knowledge sharing and advocacy, we are working to remove the barriers young people face as they make Australia their home

About MYAN

Multicultural Youth Advocacy Network Australia (MYAN) is the national peak body representing the rights and interests of young people from refugee and migrant backgrounds – Australia’s national voice on multicultural youth issues. MYAN is auspiced and chaired by the Centre for Multicultural Youth (CMY).

MYAN works in partnership with young people, government and non-government agencies at the state and national levels to support a consistent approach to addressing the rights and needs of young people from refugee and migrant backgrounds in policy and service delivery. MYAN facilitates a national approach to youth settlement through its broad networks and partners in each state and territory. MYAN also supports the development of young people’s leadership and advocacy skills through national youth events and a national Youth Ambassador’s Network.

POSITION SUMMARY:

MYAN’s Media and Communications Officer is responsible for coordinating and monitoring MYAN’s communications through implementing MYAN’s Communications Strategy; developing written material for MYAN’s website, e-newsletter, website, social and digital media, blogs, editorials, MYAN events and general publicity purposes; managing MYAN’s website and social media communications; preparing regular eNews and media releases; engaging with key stakeholders, including young people, MYAN partners and media outlets and; providing communications advice to management. This position will be employed by CMY and based at CMY’s Carlton office.

ACCOUNTABILITY:

- Support the implementation of MYAN’s Communication Plan
- Produce compelling and newsworthy content for a range of print and digital communications platforms, including stories that promote positive stories of young people from refugee and migrant backgrounds in Australia and stories that promote MYAN’s policy and sector development activities

304 Drummond St, Carlton VIC 3054

T (03) 9340 3700 • F (03) 9349 3766 • ABN 82 127 444 713

info@cmymy.net.au • cmymy.net.au

- Monitor and evaluate the effectiveness of digital communications activities, providing regular reports and analytical commentary on the website, social media and digital marketing campaigns
- Oversee management of communication and marketing activities to deadline and within set budget, including:
 - Website development, content creation and traffic maximisation
 - Social media strategy and community management
 - Media and social media strategy
 - Digital marketing campaigns
 - Photography and videography
- Communicate effectively and clearly with key stakeholders, including MYAN's partners and with young people from refugee and migrant backgrounds in MYAN's networks
- Develop and maintain relationships with journalists and assist in preparing spokespersons for media interviews
- Support the design of MYAN publications
- Work closely with the MYAN team and CMY's Communications Team
- Consistent with the strategic directions of CMY and MYAN, carry out all other duties as directed

KEY SELECTION CRITERIA:

1. Excellent writing skills and a strong attention to detail, with demonstrated expertise in writing content for a range of different channels, including collaborating with key stakeholders and targeting stories to appropriate audiences to increase engagement.
2. Proven ability to produce and manage a range of communications tools such as publications, websites, e-newsletters and other digital technologies
3. Demonstrated expertise in media relations including relationship development, proactive engagement and targeting stories to appropriate audiences
4. Demonstrated experience in designing, delivering and evaluating effective social media strategies
5. High proficiency in Microsoft Office suite and Adobe Design suite
6. Commitment to CMY and MYAN purpose and values
7. Excellent time management and planning skills
8. Ability to work autonomously and as part of a team

DESIRABLE:

- Knowledge of video editing software and proven ability to create and deliver short videos for a range of audiences
- Established media contacts and relationships
- Experience in the not-for-profit sector, particularly working with young people from refugee and/or migrant backgrounds.

QUALIFICATIONS:

- Qualifications in journalism or communications (or other relevant qualification) and a minimum two years' experience in a journalism, communications, or media related role

ADDITIONAL INFORMATION:

- CMY takes Child Safety seriously and short listed candidates are subject to child safety screening and assessment against child safety standards as part of our thorough recruitment process. These include but are not limited to Police Record and Working with Child Checks, and child safety focused referee checks;
- Applicants must have the right to work in Australia;
- CMY is an Equal Opportunity Employer;

- In the context of Occupational Health and Safety all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OH&S;
- This role may require a capacity to work flexible hours including evenings and occasionally on weekends; and
- A current driver’s license is desirable as this role may require a capacity to travel throughout Victoria.

- GENERAL REQUIREMENTS:**
- Demonstrate CMY values and behaviours Participation, Diversity and Human Rights;
 - Comply with the Employee Code of Conduct;
 - Comply with CMY policies, procedures and regulations; and
 - Consistent with the strategic directions of CMY carry out all other duties as directed.

- CMY KEY OBJECTIVES AND ACTION STRATEGIES:**
- **My Community**
Young people are connected, belong and contribute to their families and the community.
 - **My Journey**
Young people are empowered to access opportunities and actively shape their own futures.
 - **My Voice**
Young people are understood, accurately represented and influential.
 - **My CMY**
CMY is a strong partner and recognised leader in working with diverse young people.

I have read, understood and approve the above position description:

Manager Name

Manager Signature Date / /

I have read, understood and accept the above position description:

Employee Name

Employee Signature Date / /