

<b>Position Title</b>	Promotion and Communications Officer
<b>Classification</b>	Level 6
<b>School/Division</b>	Perth USAsia Centre
<b>Centre/Section</b>	
<b>Supervisor Title</b>	Program and Communications Manager
<b>Supervisor Position Number</b>	321732
<b>Position Number</b>	319083

## **Your work area**

---

The Perth USAsia Centre is a non-partisan and not-for profit institution. Through research and educational activities, the Centre strengthens strategic thinking between Australia, the Indo-Pacific, and the United States and engages thought leaders to address challenges and opportunities in the Indo-Pacific region.

Based at The University of Western Australia (UWA), the Centre is an independent company and shares the values of the University. It has a strong commitment to personal effectiveness, working collaboratively and demonstrating a focus on results.

This position is an integral part of the Communications Team, which is responsible for the delivery of innovative, professional, and strategic communication and engagement activities. The team is integral to the Centre's success in areas of research, analysis, education, community building, events, and other programs. Best practice and innovation are embedded across our digital, stakeholder relations, content, media, outreach, and capacity building activities.

## **Reporting structure**

---

Reports to: Program and Communications Manager

## **Your role**

---

Under general direction, you will support a range of promotion and communication activities associated with the Centre's Communications priorities and Business Plan.

You will contribute to building the Centre's community to support the ongoing reputation building of the Centre as a thought leader amongst policymakers, business, and the public in Australia and across the Indo-Pacific region.

## **Your key responsibilities**

---

Coordinate, maintain, and report on Centre social media channels, ensuring high quality and accurate content and proactive use of analytics and feedback to support the practice of continual improvement.

Produce and deliver Centre EDMs including coordinating content, branding, scheduling, and reporting.

Maintain website platform including content, improvements, and analytics.

Develop written and promotional content to support Centre priorities and activities.

Provide promotional and communications input to Centre online and in person events, including branding, audiovisual (AV) setup, liaison, and webinar hosting.

Develop and maintain strong internal relationships and collaborate with Centre colleagues to ensure an integrated approach to digital communications that is aligned with Centre programs.

Contribute to the practice of continual improvement as it relates to internal processes and operational documentation, including the development of various best practice program policies, processes, templates, and tools.

Perform other duties as directed.

## **Your specific work capabilities (selection criteria)**

---

Relevant tertiary qualification or demonstrated equivalent competency.

Substantial relevant experience working in a varied internal or external communication role.

Proven ability to create and evaluate digital communications, including photo, video, newsletter, and social media content.

Proficiency in a range of computing skills including event-hosting, ticketing, web editing, CMS, database, and digital content platforms.

Highly developed written and verbal communication skills, with a strong client focus and a high level of attention to detail.

Highly developed organisational and time management skills, with the demonstrated ability to meet deadlines.

Awareness of national and international protocols with the ability to relate to diverse groups.

Cross-cultural awareness, with the ability to relate to and engage with diverse audiences.

Ability to work effectively in a fast-paced environment, supporting team members and embracing new challenges.

## **Special requirements (selection criteria)**

---

Current National Police Clearance Certificate is required.

Occasional weekend and after-hours work.

Overseas and domestic travel may be required.

## **Compliance**

---

Ensure you are aware of and comply with legislation and University policies.

To learn more about the Code of Conduct, see [Code of Conduct](#).

To learn more about Diversity, Equity and Inclusion, see [Diversity, Equity and Inclusion](#).

To learn more about Safety, Health and Wellbeing, see [Safety, Health and Wellbeing](#).