

## Position Description

Position title:	Senior Communications Coordinator
Division:	Marketing & Communications
Location:	National Office – Camberwell VIC
Reports to:	Manager, Communications
Position type:	Full-time
Approved by:	CEO
Date approved:	October 2019

### About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 27,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and promoting the value of physiotherapy to the community.

The APA is considered a medium to large Not for Profit member organisation and employees approximately 80 Full time equivalents operating predominately in the Melbourne located National Office with the remainder located in state based branches.

The APA is proud to have a great working culture and it is underpinned by our values:

- Professional, excellent, united, community minded and visionary

## About the role

This strategic role exists to support the APA's position of 'leader in health' through thorough and well-developed communications plans and operations. The role works with a number of external and internal parties to ensure that our communication with stakeholders is effective and aligned with strategic goals.

The Senior Communications Coordinator reports to the Manager, Communications. It works closely with the Policy and Government Relations and Member Engagement teams to support both member facing and external communications needs.

## Key responsibilities include

### Strategic communications

- Develop communications strategies to support APA's organisational objectives
- Develop detailed work plans for short-, medium- and long-term execution
- Develop various outputs to deliver on communications strategy, including direct communications, media releases, President briefings, election statements etc.
- Actively seek out media opportunities aligned with APA's strategy and create media plans for key stakeholder groups

### Issues management

- Keep abreast of health sector/political developments likely to affect physiotherapy
- Work collaboratively with various teams to articulate communications objectives and output for each identified issue
- Proactively manage issues through compelling, contemporary communications
- Manage various stakeholders and provide communications advice throughout
- Manage media effectively and proactively.

### Communications

- Support APA marketing campaigns through thorough and well-developed stakeholder communications plans
- Produce communications that foster positive engagement with members
- Contribute to recruitment and engagement campaigns
- Lead segmentation work and target communications effectively.

### Stakeholder influence

- Be a positive influencer across the organisation and profession
- Cultivate useful networks
- Provide support for management of President's and Board's communications
- Uphold organisational values and trademarks
- Provide advice to various stakeholders in a positive and inclusive manner.

## About you

### Education and experience

- Tertiary qualification in marketing and/or communications essential and/or similar experience for a minimum of 5 years
- Demonstrated experience and proficiency in a strategic communications role
- Demonstrated experience in external relations
- Familiarity with government communications an advantage
- Experience in health sector or membership organisations an advantage.

### Personal attributes

- Collaborative, inclusive working style with an ability to bring people on your journey
- Ability to work autonomously, set your own targets and manage time and resources to achieve your goals
- High sense of accountability and self-actualisation
- Well-developed influencing skills
- Excellence in written and oral communication essential.