

Position Description

Position title:	Strategic Communications Coordinator
Division:	Marketing and Communications
Location:	National Office
Reports to:	Manager, Communications
Position type:	Full time
Approved by:	CEO
Date approved:	August 2019

About us

The Australian Physiotherapy Association (APA) is the peak body representing the interests of over 26,000 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 proud to have a great working culture and it is underpinned by our values:

- Professional, Excellence, United, Community minded and Visionary.

About the role

This strategic role exists to support the APA's position of 'leader in health' through a thorough and well-developed communications strategy and execution. 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 Strategic Communications Coordinator reports to the Manager, Communications and works closely with the Brand & Development team who have carriage of consumer-focused communications output.

Key Accountabilities

Strategic communications

- Develop communications strategies to support APA's organisational objectives
- Support APA's policy and advocacy work through well-developed communications
- Develop detailed work plans for short-, medium- and long-term execution
- Develop various outputs to deliver on communications strategy, including direct communications, media releases, social media, President briefing documents, election and federal budget statements etc.
- Actively seek out media opportunities aligned with APA's strategy

Issues management

- Keep abreast of health sector and political developments likely to affect physiotherapy
- Work collaboratively with Policy & Government Relations team to articulate communications objectives and output for each identified issue
- Proactively manage issues through compelling, contemporary communications
- Manage various stakeholders and provide communications advice Manage media opportunities effectively and proactively

Member 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
- Manage President's and Board's communications
- Uphold organisational values and trademarks
- Provide advice and leadership to various stakeholders in a positive and inclusive manner

About you

Education and experience

- Tertiary qualification in marketing and/or communications or similar work experience
- Demonstrated experience in a strategic communications role
- Demonstrated proficiency in communications strategy and operations
- Demonstrated experience in external relations, familiarity with government communications protocols an advantage
- Experience in health sector or membership organisation 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