

Position Description

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| Position title: | Writer/Editor |
| Division: | Marketing and Communications |
| Location: | Melbourne |
| Reports to: | Manager, Content and Publications |
| Approved by: | CEO |
| Date approved: | December 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
- Visionary

About the role

The Writer/Editor assists with the planning and production of core APA print and online publications—the Association's monthly member magazine and the two quarterly special interest group publications.

The Writer/Editor is expected to contribute content ideas at regular editorial meetings as well as provide input into strategic content planning and direction across print and digital formats.

About the role

- Contribute to print and digital content strategies, protocols and guidelines
- Plan, research and write articles about issues affecting physiotherapy, the Association's activities and other matters relevant to members
- Solicit content from prospective contributors and undertake interviews as required for articles
- Edit and proofread material supplied by members, Association staff and other contributors to maintain quality and consistency of the content
- Collaborate with the designer to ensure the overall look and feel of published content is appealing, appropriate and consistent with the APA brand
- Liaise and maintain key relationships with contributors, suppliers and other stakeholders as required throughout the production process
- Support and work with other members of the Marketing and Communications team when required to develop and produce communications material in line with the APA's vision, belief and purpose.

Relationships

Internal:

- Policy and Government Relations team, for advocacy-related and safety and quality practice content
- Education team, to promote key APA courses and professional development events
- Marketing and Communications team, to showcase APA campaigns and other promotional activities through editorial and internal advertisements
- Membership and Development team, to report APA partner updates and special member offers, and to ensure paid advertisements are placed within the publications
- State branch staff, for local news content
- Special interest group magazine clinical editors, to ensure content is up-to-date and clearly presented
- APA national president, APA CEO and chairs of special interest groups, to plan content and to ensure timely submission of regular columns.

External:

- Suppliers
- Physiotherapy and health-related professional bodies and entities.

About the you

Essential:

- Tertiary qualification or equivalent experience in editing, writing or journalism
- Minimum of 4 years of experience in writing & editing for magazines or corporate publications
- Digital content literacy and online writing experience
- Experience using content management systems
- Experience in interviewing subjects for magazines or corporate publications
- Ability to adhere to in-house style guidelines
- Excellent organisational skills and the ability to prioritise and manage overlapping production cycles with tight timelines.

Desirable:

- Experience in print-to-digital publication transformation
- Writing and editing for healthcare-specific publications
- Familiarity with Adobe InCopy.