

## Position Description

Position title:	Senior Writer/Editor
Division:	Marketing and Communications
Location:	Melbourne
Reports to:	Manager, Content and Publications
Approved by:	CEO
Date approved:	May 2021

## About us

With over 29,000 members, the Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians.

The APA is proud to have a great working culture that is underpinned by our core values:

- Accountability
- Excellence
- Collaboration
- Courage
- Respect.

## About the role

The *Senior Writer/Editor – Print and Digital* role is responsible for assisting in the planning and production of core APA print and online publications. This includes the Association's monthly member magazine, two quarterly special interest group publications and the InMotion website.

This role also provides a mentoring and guidance function for more junior staff as necessary.

The role reports to the Manager, Content and Publications with additional key non-reporting relationships including:

- Policy and Government Relations team
- Education team
- Marketing and Communications team
- Membership and Development team
- State Branch staff
- special interest group magazine clinical editors
- APA National President, APA CEO and chairs of special interest groups.

## Key responsibilities

- o Plan, research and write articles about issues affecting physiotherapy, the Association's activities and other matters relevant to members.
- o Solicit content from prospective contributors and undertake interviews as required for magazine articles.
- o Edit and proofread material supplied by members, Association staff and other contributors to maintain quality and consistency of the content.
- o Collaborate with the designer to ensure the overall look and feel of published content is appealing, appropriate and consistent with the APA brand.
- o Liaise and maintain key relationships with contributors, suppliers and other stakeholders as required.
- o Attend regular publications meetings and contribute ideas for articles and themes as well as provide input into longer term content planning and direction.
- o Manage story lists for allocated publications.
- o Support and work with other members of the Marketing and Communications team when required to develop and produce communications material.
- o Evaluate analytics on online content and utilise insights to inform content and story planning for both print and digital mediums.
- o Manage long-term print content development as well as 'publish now' style digital content.

## About you

- Tertiary qualification or equivalent experience in editing, writing or journalism or digital content production.
- Minimum of 7 years of relevant experience in writing and editing for magazines or corporate publications.
- Demonstrated experience in interviewing subjects for a magazine or corporate publication.
- Well-developed computer skills and experience in writing and editing for digital formats.
- Experience in print-to-digital publication transformation would be highly regarded.
- Demonstrated ability to adhere to in-house style guidelines.
- Excellent organisational skills and the ability to prioritise and manage overlapping production cycles with tight timelines.
- Experience developing content in healthcare or medical sciences would be beneficial.
- Experience developing content for a member-based organisation would be beneficial.