



## AUSTRALIAN NURSING AND MIDWIFERY FEDERATION TASMANIAN BRANCH (ANMF)

### POSITION DESCRIPTION

**POSITION TITLE:** Design and Marketing Officer

**POSITION LENGTH:** 0.4 FTE 6-month contract position with the potential for ongoing work for the successful applicant.

**REPORTS TO:** Marketing and Communications Coordinator

**JOB DESCRIPTION:** The Design and Marketing Officer is responsible for organising and completing marketing and design work for the ANMF and adjoining Health Education Research Centre (HERC) as part of the marketing team.

**ACCOUNTABILITY:** The Design and Marketing Officer will be accountable through the Marketing and Communications Coordinator for the provision of marketing services, which assists in the attainment of ANMF and HERC promotional and organisational objectives.

**TERMS & CONDITIONS OF EMPLOYMENT:** Contained in the Community and Health Services (Public Sector) Award and ANMF Administrative Staff Agreement 2007

**SALARY PER ANNUM (PART TIME):** 0.4 FTE 6-month contract, negotiable as per the Community & Health Services (Public Sector) Awards.

#### KEY SELECTION CRITERIA

- Knowledge and experience with Adobe Creative Suite.
- Previous experience working in a marketing and design position with a suitable portfolio to support this.
- Proficient in the use of MS Office Suite including excel and powerpoint.
- Experience and understanding of social media marketing channels.
- An eye for detail and the ability to proof own work.
- Outstanding communication and written skills.
- Excellent time management, planning and organisational skills.
- Ability to operate under pressure and meet strict deadlines.
- Previous experience in the management of website content; creating design and uploading content.

- Commitment to the principles of Unionism or the ability and willingness to learn.

#### **DUTY STATEMENT**

- Plan, develop and distribute promotional materials to ANMF members across Tasmania using print and online platforms.
- Schedule, develop, proof and design the monthly publication, Infusion, in line with deadlines or as required.
- Develop, collate, proof and distribute ANMF's fortnightly electronic newsletter using mailchimp or similar.
- Assist the broader ANMF team with a range of marketing and communications needs via print and online mediums.
- Assist in the planning, preparation and setup of events, conferences and campaigns.
- Plan, schedule and monitor the ANMF and Health Education Research Centre (HERC) social media and WordPress website.
- Work within the current ANMF style guide, whilst also looking towards future developments and design trends in order to best promote the brand ANMF's 8,000 plus members.

#### **GENERAL REQUIREMENTS**

- Work effectively with all Branch staff.
- Promote the Branch positively to internal and external clients.
- Gain an understanding of the roles, structure and operation of the ANMF
- Attend meetings and in-service education as required.
- Undertake personal and professional development as required.
- Work with minimal supervision to achieve set outcomes.
- Work within relevant legislative requirements, ANMF policy guidelines and instructions.
- Have high attention to detail including proof-reading others and own works.