



Australian Nursing and Midwifery Federation (Tasmania Branch)

JOB DESCRIPTION

TITLE: Member Communication and Engagement Officer

AWARD: Nurses (Tasmanian Public Sector) Award

GRADE: G2Y4

1. Position Summary

The Member Communication and Engagement Officer (MCEO) is responsible for assisting Organisers in the planning, implementation and assessment of recruitment activities and industrial campaigns for ANMF (Tas Branch). The MCEO will be required to carry out recruitment activities across all geographic and discipline specific areas to ensure the ongoing membership growth, workplace visibility and communication with members. The Member Communication and Engagement Officer role may offer a pathway for an individual interested in becoming an Organiser, appropriate training and opportunities will be provided to facilitate career progression.

The Member Communication and Engagement Officer will be accountable for:

1. Developing a program for workplace visits to increase the visibility of ANMF in worksites across Tasmania;
2. Assisting the Organising Team in developing and implementing a sustainable recruitment strategy which maximizes outcomes from visit activities, morning teas, group meetings and individual contacts;
3. Using engagement activities to communicate back to members the progress of worksite issues and EBA processes;
4. Identifying potential workplace issues and referring them to the relevant Organiser for follow-up;
5. Identifying and recruiting potential workplace representatives during worksite visits;
6. Recording all activities on applicable IT systems including worksite visits, member details and file notes;
7. Working with the greater ANMF (Tas Branch) Team to coordinate campaign activities (e.g. Marketing, Membership, Information Centre etc.) to achieve shared outcomes;

8. Developing, implementing, managing and reviewing recruitment strategies and tools, providing feedback on their success/failure;
9. Working in conjunction with the Organising Team on other projects.
10. Supporting the relevant Organiser in non-nursing and combined EBA negotiations;
11. Participating in Branch communications/publications, reporting on monthly/quarterly activity

2. Key Selection Criteria

1. Demonstrated understanding of recruitment techniques and principles, and can apply these in a workplace setting;
2. Possess the ability to build strong interpersonal relationships with members, potential members, workplace representatives and employers;
3. Possess strong analytical, planning and coordination skills;
4. Demonstrated ability to operate autonomously and seek direction as required from the Organising Team;
5. Highly developed written and communication skills;
6. Demonstrated ability to manage multiple projects at scope and deadlines to a high standard of accuracy.

3. Desirable

- Current driver's license

4. Reporting Relationship

The Member Communication and Engagement Officer reports to the Director of Operations and Strategy, with line direction from the Organising Team Leaders as appropriate.

5. Responsibilities

a. Recruitment:

The Member Communication and Engagement Officer will be responsible for working with Organisers to facilitate workplace recruitment plans. This may include responsibility for, but is not limited to:

- Working with the Organising Team to identify and prioritise the need for workplace recruitment activities;
- Liaise with employers to organise workplace visits within agreed timeframes, and provide appropriate, accurate and timely communication to members;
- Working with site Organisers to develop, implement and manage individual recruitment and retention strategies;
- Liaise with appropriate Organiser to develop, implement and manage appropriate communication requirements, appropriate to individual workplace visits;
- Document the recruitment activity and outcomes in applicable IT systems, and hard file;
- Complete debrief with Organiser responsible for site visited to hand over any follow-up required;
- Follow up with any potential members identified in decided upon timeframes.

b. Campaign involvement:

The Member Communication and Engagement Officer will be responsible for contributing to the campaign planning and implementation process for appropriate campaigns.

- Works under the supervision of the Marketing and Communications Co-Ordinator and appropriate Organiser to plan campaign activities;
- Undertakes delegated responsibilities in line with campaign plans and reports on outcomes.

c. Workplace Representatives/Member Networks:

The Member Communication and Engagement Officer is responsible for:

- The identification and recruitment of potential Workplace Representatives;
- The building and maintenance of effective relationships between ANMF (Tas Branch) and its Workplace Representatives and their worksites.

d. Communication and Internal Structure:

The Member Communication and Engagement Officer participates in and contributes to:

- Staff meetings and planning forums;
- The development and implementation of targets and plans for the Branch in relation to industrial and professional objectives;
- The creation of flyers informing members of recruitment activities taking place in their workplaces.

6. Management

The Member Communication and Engagement Officer will manage their own site visit/recruitment activity schedule, which is to be developed in consultation with the greater Organising Team.

The Member Communication and Engagement Officer will participate in performance review processes, annual professional development planning and staff development programs.

Performance review will take place:

- Following a period of 3 months employment;
- Following a period of 6 months employment, (after which permanent employment can be offered);
- Annual periods thereafter.

The Member Communication and Engagement Officer is expected to participate in orientation programs for new staff and act as a mentor for new or existing staff as and when required.