



## New South Wales Chapter

# Communications and Research Officer

### About the Australian Institute of Architects

The Australian Institute of Architects is a peak professional and national membership based organisation representing approximately 11,000 architects across Australia. Through its State and Territory Chapters, the Institute offers a wide range of high quality, member-focused services and activities, advocacy, and life-long education to support architects to remain at the cutting edge of their profession and to promote the value of architecture more broadly.

### Goal

To make the world a better place through architecture.

### Vision

A strong architectural profession that inspires clients and promotes community and public interest through exceptional design and an ethical approach to the built environment.

### Mission

To develop and promote a strong architectural profession and be the public voice for architecture.

### Three-year strategic planning outcomes (2018-2020)

- A well regarded and highly relevant profession
- Strong governance guiding the profession
- Respected advocate with clear policy agenda
- Strong member engagement and loyalty
- Indispensable member services
- Vibrant high capacity Institute

### Organisation values

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|------------------|--|
| • One community  | Embracing diversity and open communication               |
| • Innovation     | Demonstrating leadership with courage and creativity     |
| • Accountability | Acting with integrity, responsibility and sustainability |
| • Respect        | Relating with empathy and recognition of effort          |
| • Collaboration  | Working together with trust, transparency and fun        |

### The role within the context of the NSW Chapter

The NSW Chapter represents more than 3,000 members, and is the voice of the architectural profession in NSW. In addition, the Chapter runs a range of metropolitan and regional programs which are aimed at cultivating a professional community focused on excellence in architectural design and practice. Reporting to the Executive Director, NSW the **Communications and Research Officer** is responsible for ensuring effective engagement with members and external stakeholders through clear, targeted and well-designed communication. The role is also responsible for establishing a strong research base to support the delivery of effective advocacy, so that the Chapter is an authority on design issues related to the built environment.

<b>Position Title</b>	<b>Communications and Research Officer</b>
<b>Location</b>	NSW Chapter: Tusculum, 3 Manning Street, Potts Point NSW 2011
<b>Loading</b>	The position is full time (37.5 hours per week)

### **Position focus**

The role of the Communications and Research Officer is to inform, guide and shape the voice of the Institute to both its members and a diverse group of external stakeholders in NSW. With a focus on providing strategic communications and marketing advice, the role is responsible for the development and delivery of Chapter communications and marketing, including the preparation and coordination of media releases, graphic design and social media, and the coordination of communications for member and public events.

The role also involves the undertaking of research to assist in the preparation of public submissions, and to support the advocacy objectives of the Chapter. Working to support both the Chapter President and Executive Director, the role requires a strong working relationship with a number of the Chapter's advisory committees, and in particular the Built Environment Committee.

### **Key responsibilities**

- Develop and deliver marketing and communications strategy for Chapter programs and initiatives, including Chapter communiques, media releases and social media communications
- Increase awareness of the Institute and its activities through contemporary communications channels including social media
- Undertake research associated with policy and strategy
- Assist in the preparation of government (local and State) submissions in consultation with the Executive Director and relevant Chapter committee/task force members
- Any other duties as reasonably required

### **Detailed responsibilities**

In accordance with Institute policies, procedures and guidelines and working in association with relevant Institute staff, the Communications and Research Officer shall:

- Support and strengthen the Chapter's strategic communications to its stakeholders. This includes:
  - Assisting the Executive Director to create, implement and maintain a strategic communications plan
  - Creating communication strategies for key events, initiatives and projects across the various Institute communications platforms
  - Generating strong member engagement through the creation of regular Enews publications including the drafting of written material as required
  - Producing written material for inclusion in any internal national publications
  - Continually improving the quality of the Chapter's marketing material through printed and digital marketing collateral, in addition to coordinating the production of graphic design and marketing materials
- Actively build the profile of the Chapter and the interests of its members through managing the social media activities of the Chapter
- In consultation with the Executive Director, manage the Chapter's online assets to ensure content is current and in support of the Chapter's communications strategy
- Create and coordinate media releases in consultation with the Executive Director and the Institute's National Media and Communications Manager
- Manage media enquiries and coordinate responses/content produced by members

- Support the Chapter Council and Executive Director in the development and delivery of the Chapter's advocacy platform through assisting in effective research, development of policy and the production of any subsequent reports or collateral, including secretarial support for special member groups engaged in this activity
- Develop and manage the work program in line with detailed responsibilities
- Liaise with corporate and supporting partners as required
- Perform other duties as required to meet the above

And other tasks from time to time to achieve the strategic objectives of the Institute as directed by the Executive Director, NSW.

### Relationships

<i>Internal</i>	<i>External</i>
Chapter and national staff Built Environment Committee <del>Editorial Committee</del> Chapter taskforces Members	State Government Local Government Allied member organisations Cultural institutions State, event and program based partners and representatives Media Non-members

### Position Requirements

#### *Education and Experience Requirements*

- A relevant degree level qualification in communications, the arts, journalism, architecture, business or similar
- A minimum of three years' experience in a similar role
- Experience in a client servicing position
- Ability to work with many stakeholders and manage time effectively

#### *Knowledge, Skill and Abilities critical to the performance of the position*

- Demonstrated understanding of and interest in excellence in architectural design and practice
- Experience with relevant Government and professional bodies concerned with the built environment
- Strong proficiency and experience in policy, research and writing
- Advocacy program development and coordination
- Excellent written and oral communication skills with experience in either report writing, journalism or marketing
- A good knowledge of and experience with social media platforms
- Website management (content management systems including WordPress)
- Experience in preparing media releases and managing media contacts
- An ability to think and plan, both creatively and strategically, and actively engage in innovation within a team context
- Ability to engage with and manage multiple programs and activities simultaneously within agreed deadlines
- Demonstrated commitment to quality, customer service and a culture of continuous improvement
- Demonstrated understanding of the requirements of effective consultation and professional servicing, including an ability to work with a diverse range of professional people and partner organisations

- Ability to exercise diplomacy, discretion and sound judgement in dealing with confidential matters
- Flexibility to work outside normal office hours.
- Good working knowledge of Microsoft Office suite of software, Adobe Creative Suite and the ability to quickly learn and work with customised applications

*Personal attributes*

- Well-developed interpersonal, negotiation, presentational and relationship building skills.
- An interest in and commitment to working with procedures to maintain integrity in service delivery.
- An interest in design excellence, and its promotion for public benefit.