

## POSITION DESCRIPTION

Position Title:	Junior Digital Editor/Copywriter
Division:	Marketing and Communications
Location:	Melbourne
Status:	Contract/Full time
Reports to:	Communications Manager
Approved by:	Chief Executive Officer
Date approved:	December 2016

### Organisational context

The Australian Physiotherapy Association (APA) is the peak body representing the physiotherapy profession in Australia and has over 23 000 members.

The Association is governed by the Board of Directors (BOD) in accordance with the APA Constitution and managed by the Chief Executive Officer (CEO) in accordance with the powers delegated to the position by the BOD under the Constitution.

The BOD is comprised of eligible APA members and two independent Directors and sets the strategic direction for the organisation. It receives advice from management and staff and from the National Advisory Council (NAC) which is also comprised of eligible APA members who represent the constituents of the membership. The strategic direction is set out in our vision and mission statements and medium term strategic objectives and plans.

### Vision, belief and purpose

- Our **vision** is that the whole community recognises the full benefit of physiotherapy.
- Our **belief** is that all Australians should have access to high quality physiotherapy to optimise health and wellbeing.
- Our **purpose** is to leverage our global leadership position for the benefit of physiotherapy and consumers.

### Purpose of the position

A confident digital copywriter with some basic HTML skills is needed to support delivery of digital content for the Australian Physiotherapy Association.

### Main duties and responsibilities

- edit content and create copy for a variety of digital communication tools including the busy and varied schedule of APA emails and website content
- collaborate with internal stakeholders to meet the APA's digital communications needs and, from time-to-time, recommend strategies to develop content

- manage and meet deadlines associated with content creation and support other team members in meeting their communication goals
- edit content and create copy for various marketing vehicles including advertisements, programs, brochures, and membership kits
- contribute ideas to team meetings
- provide creative thought to the Marketing and Communications Division to drive innovation, develop strategies, and enhance the effectiveness of the division
- carry out relevant duties as directed by the Communications Manager that are within the scope and skillset of the role.

### **Skills, knowledge and experience**

#### *Essential*

- tertiary qualification or demonstrated equivalent experience (1–3 years) in communications, marketing, journalism or a related discipline
- excellent written communication skills in a variety of mediums, especially digital formats
- strong organisational skills and excellent attention to detail
- strong knowledge of grammar and punctuation
- experience using email marketing and web content management systems (eg, website CMS, HTML)
- intermediate-to-advanced skills using a wide range of computer programs including MS Office suite
- ability to research and analyse new communication strategies, technologies, and trends

#### *Desirable*

- understanding of digital and Google analytics
- strong knowledge of HTML and CSS
- experience using Informz
- understanding of SEO and its application to content