

# AUSTRALIAN INSTITUTE OF INTERNATIONAL AFFAIRS

## DIRECTOR OF COMMUNICATIONS

### *POSITION DESCRIPTION*

The AIIA is seeking an experienced professional to join its small National Office team as Director of Communications.

The main objective will be to enhance the AIIA's reputation and image across Australia and internationally, as well as to establish an efficient flow of information between the AIIA's seven state and territory offices and their members, as well as other stakeholders in the nation's foreign affairs.

Reporting to the National Executive Director, the successful applicant will participate in the fulfilment of the AIIA's strategic goals and will attend all meetings of the AIIA's governing National Executive. The AIIA, with a new web site [www.internationalaffairs.org.au](http://www.internationalaffairs.org.au), already makes extensive use of digital and social media in its communications, and the Director of Communications will oversee these operations as part of a wider and evolving role. Applicants must be familiar with and be able to communicate through all forms of digital media.

Initially a part-time position with flexible working hours estimated to total 20 per week, the appointee can potentially be based anywhere in Australia given the AIIA's national reach. A package of up to \$32,000 will be negotiated.

### *DUTIES*

- Identify and communicate with key stakeholders and new audiences through traditional and new media to increase the AIIA's profile
- Build and execute a comprehensive digital strategy which will materially increase AIIA website traffic and drive engagement
- Leverage AIIA content and networks to extend the AIIA's impact and reach
- Distribute content on the AIIA's website and other platforms
- Commission and edit articles on international affairs
- Write and edit communication and marketing materials
- Develop and implement targeted press, marketing and social media campaigns
- Develop appropriate social media guidelines and usage practices
- Devise and implement content management and SEO strategies across online marketing channels to increase the AIIA's profile
- Expand the use of audio and video in AIIA communications
- Make recommendations on future directions using innovative technologies

## ELIGIBILITY/OTHER REQUIREMENTS

- Eligibility to work within Australia

## SELECTION CRITERIA

**Applicants must provide a brief CV and a 2-5 page expression of interest addressing the selection criteria below.** Those shortlisted for interview may be asked to provide examples of their work.

1. Demonstrated skills in communication with a wide range of target audiences:
  - a. Exceptional writing skills with an ability to adapt to suit different media and audiences.
  - b. Demonstrated high-level website management skills including proven ability to develop, edit and deliver quality content in tight timeframes.
  - c. Highly effective communication, negotiation and representation skills.
2. A sound knowledge of contemporary international affairs and Australia's relations with its main strategic and trading partners.
3. Proven high-level professional and management skills, including:
  - a. Team-building, training and supervision of interns and volunteers.
  - b. Judgement, flexibility, responsiveness and demonstrated performance in the delivery of outcomes.
  - c. Well-developed administrative skills with the proven ability to plan, organise and prioritise workloads to meet deadlines and to work under pressure.

## ORGANISATIONAL PROFILE

### A National Institution

The Australian Institute of International Affairs was established in 1924 to promote public understanding and interest in international affairs. The Governor-General of Australia, His Excellency General the Honourable Sir Peter Cosgrove AK MC, is the AIIA's honorary patron. The National President is former ambassador John McCarthy and the Executive Director is Melissa Conley Tyler.

The AIIA is an active contemporary organisation operating nationwide with more than 1,400 members across seven state and territory branches. This year the AIIA was recognised as one of the top 5 think tanks in the region in the *Global Go To Think Tanks Index*.

## Promoting Public Understanding of International Issues

The AIIA contributes to understanding of international affairs in four ways:

### *Providing a Forum for Debate*

- Holding more than 200 public meetings each year on current issues in world affairs.
- Hosting policy-oriented roundtables and forums on topical issues.
- Organising study tours to further international understanding.

### *Disseminating Ideas*

- Publishing the highly-ranked *Australian Journal of International Affairs* to disseminate research and commentary on international affairs.
- Publishing the *Australian Outlook* blog to stimulate debate on current international affairs.
- Publishing books such as the *Australia in World Affairs* series, *International Law in Australia* and other titles.
- Dissemination of video and audio material via the AIIA website and its media partnerships.

### *Educating Young People on International Issues*

- Engaging young people in world issues through school and university programs and career fairs.
- Offering young professionals' and youth membership programs in various states.
- Preparing young people for careers in international affairs through active internship programs.

### *Collaborating with Other Institutes*

- Maintaining and further strengthening links with institutes of international affairs worldwide.
- Collaborating with other institutes worldwide through publications and second-track dialogue.
- Working with other organisations in Australia involved in international issues, including through joint publications and events.

## CONTACT

For more information see:

AIIA website: [www.internationalaffairs.org.au](http://www.internationalaffairs.org.au)

AIIA *Annual Review 2012-13*:

<http://pub.lucidpress.com/4a86-242c-52b398dc-adc8-76000a005e00>

YouTube channel: [www.youtube.com/user/aiiavision/](http://www.youtube.com/user/aiiavision/)

State and ACT Facebook pages, for example: [www.facebook.com/aiiansw](http://www.facebook.com/aiiansw)

For discuss further, please contact:

Melissa H. Conley Tyler

National Executive Director

[ceo@internationalaffairs.org.au](mailto:ceo@internationalaffairs.org.au); (02) 6282 2133; 0409 765 787

Profile: [www.internationalaffairs.org.au/about-us/our-people/melissa-conley-tyler/](http://www.internationalaffairs.org.au/about-us/our-people/melissa-conley-tyler/)

**Closing Date: Sunday 14 December 2014**

Submit Applications to: [ceo@internationalaffairs.org.au](mailto:ceo@internationalaffairs.org.au)