

National Communications Officer

The Manufacturing Division of the CFMEU is seeking a highly motivated Communications Officer to join our Division Office, based in Carlton, Melbourne.

The Manufacturing Division is a division of the Construction Forestry Maritime Mining and Energy Union. Our industries include forestry, wood-processing, timber & building products, on-site activity such as glazing and floor-laying, and manufacturing activity such as furniture-making, glass production, pulp & paper, soft furnishings, textiles, clothing and footwear.

You will be responsible for developing and executing high quality communication in all forms of media with the aim to inform members of campaigns, issues in worksites, rights and conditions of employment.

You will become a key player in an active team campaigning and marketing personnel, committed to implementing innovative practices in engaging members.

In this role you will have the freedom to be driven by the information and impart knowledge via email, SMS, in-app messaging, websites and social media, as well as traditional forms of media such as newsletters, flyers and leaflets.

Whatever works and delivers measurable results. This is an opportunity to experiment, innovate, learn and develop.

Key responsibilities:

- Planning, designing, and delivering high quality communications for Union members and supporters, including newsletters
- Communication across a range of media, social media and digital frameworks, for varied audiences
- Develop and implement digital campaigns to build and retain membership;
- Experience with automated email marketing and messaging.

To be considered you will have:

- Tertiary qualifications in communications and/or marketing are an advantage;
- Experience in digital marketing would be an advantage;
- Ability to use multiple marketing and database systems;
- Demonstrated experience building and executing email campaigns, including use of marketing automation tools;
- Exceptional written communication skills;
- Journalist skills highly desirable;
- Strong analytic and technical skills;
- Demonstrated ability to work collaboratively and flexibly, both in a team and independently, within a dynamic environment.

What you need to know and what's in it for you:

- The position is full-time and permanent;
- A commitment to the trade union movement;

- Wage range commensurate with skills and experience including 5 weeks annual leave, 13 Rostered Days Off and 15% super;
- Laptop computer and mobile phone provided;
- Ongoing professional development training

How to apply for this job

If this sounds like your next career move,

Email: mkaplanis@cfmeumd.org

Subject Line: National Communications Officer

Attention: Maria Kaplanis

Attach: your Resume/CV and covering letter addressing the criteria outlined above.

Closing date: Friday, 25th November 2022.