



New South Wales Teachers Federation

a branch of the Australian Education Union
AEU NSW Teachers Federation Branch ABN 86 600 150 697



COMMUNICATIONS AND ONLINE COORDINATOR (1)

The Communications and Online Coordinator will:

- a) Be responsible for the content, appearance and quality of Federation's publications. This material to include the journal Education, bulletins, leaflets, brochures, posters, kits and other materials as appropriate;
- b) Write and edit material for Federation's publications including, as appropriate, Federation's website;
- c) Consult with Senior Officers and Professional Officers, as appropriate, on the content of Federation's publications including, as appropriate, Federation's website;
- d) Be responsible to the Deputy Secretary (Communications and Administration) for the work organisation of staff within the Publications and online communications section;
- e) Liaise with consultants when required by Federation in the area of publications;
- f) Review the effectiveness of Federation's publications;
- g) Assist the Deputy Secretary (Communications and Administration) with negotiation and control over Federation's external printing requirements and contracts;
- h) In consultation with the Deputy Secretaries, determine the organisation of internal printing for matters within their areas of responsibility;
- i) In consultation with the Senior Officers, analyse the media daily and assist, advise and prepare appropriate responses and media releases;
- j) Liaise with and prepare appropriate material for press, radio and television (city and country);
- k) Arrange and prepare for Federation press conferences;
- l) Assist in the preparation of publicity material;
- m) Maintain Federation's media records and systems;
- n) Prepare speaker's notes/ speeches as required by the Senior Officers;
- o) Disseminate information from the Senior Officers to all Officers, especially field Officers during campaigns and negotiations;
- p) Be responsible for media releases and electronic communication with the membership. The media section of the website will be a specific responsibility;
- q) Prepare as appropriate, material for Federation's website, including the production of vodcasts, blogs, Wikis, web forums and other forms of social media;
- r) Work with the Deputy Secretary (Communications and Administration) and the appropriate staff to deliver and maintain Federation's website and to prepare material for publication on the website; and
- s) In conjunction with the Deputy Secretary (Communications and Administration) develop new forms of campaigning via new technology.

While Officers are generally elected to specialised positions, Officers may be required to undertake other duties as requested by the General Secretary.

Professional Officers and Officers under the Act are expected to understand the major campaigns being pursued by the various sectors of the union from time to time.

All Officers are expected to be able to assist members to obtain information or services from the union and to have a working knowledge of the major awards, agreements, determinations and regulations that cover the membership of Federation.

Professional Officers and Officers under the Act may be required to work hours that take into account the extended hours of operation of some work sites.

Recruitment of members is a priority for Federation and a responsibility of all Officers. Federation recognises its obligation to ensure that information is available and that Officers are trained in order to achieve this requirement.

The General Secretary position and the four Deputy Secretary positions are Officers under the Act and the Rules of the organisation and their election is undertaken by the Australian Electoral Commission.

Duties common to all Professional Officers (2022-2024)

Because Professional Officers are elected by Branch Council and responsible to the General Secretary for the implementation of the decisions of Branch Conference, Branch Council and Branch Executive, all Officers are required to:

1. Attend Branch Conference, Branch Council and Officers' meetings, whenever not prevented by carrying out other duties, and attend Branch Executive when possible and appropriate, to provide reports and advice to the Branch Executive;
2. Participate in campaigns;
3. Maintain close relationships with the membership and assist them with issues related to their employment. This will include participation in rosters as negotiated, including phone duties, where Officers may be required to participate at least four hours per fortnight (Professional Support Officers are exempt from the phone duty roster);
4. Recruit new members as a continuous part of their work;
5. Address school, college and Association meetings when required by the General Secretary;
6. Irrespective of the elected area of responsibility, the General Secretary may require an Officer to service any other area as the need arises;
7. Be assigned to assist the activities of a Committee or Special Interest Group within Federation by attending its meetings and providing liaison between the Committee/SIG and Federation office;
8. Address the demands of the priority campaigns of Federation. All Officers may, from time to time, be required by the General Secretary to work outside the duties specified in the duty statement for the position held. For a specified period of time, this may involve performing duties outlined in the duty statements of other Officers;
9. In order to comply with NESA accreditation requirements and meet the Australian Professional Standards for Teachers, Professional Officers and Officers under the Act will be required to engage with a negotiated Performance and Development Framework over time.