

POSITION DESCRIPTION

ROLE:	Communications and Media Coordinator WA
LOCATION:	Perth, WA
ROLE PURPOSE:	The coordination, creation and delivery of HIA content for earned and owned communications channels including WA Building News, Building WA podcast, eDMs, newsletters and social media platforms.
WHAT DOES THE ROLE DO:	Creates and co-ordinates distribution of content for HIA across both earned and owned media channels in support of advocacy and commercial objectives. Ensures HIA messaging is consistent and leverages communications assets for greater reach and impact.
HOW IS THE ROLE DONE:	<ul style="list-style-type: none"> • Coordinates and edits content for existing owned media including WA Building News magazine, WA Regional News email, Building WA podcast, and HIA WA social media platforms. • Creates content to generate proactive and reactive media opportunities (e.g. Press releases, opinion pieces, TV and radio interviews, social media content) • Repurposes content assets across different platforms (eg. A policy submission becomes a media statement becomes an op ed becomes a LinkedIn blog becomes a Podcast segment becomes Twitter posts). • Closely liaise with national communications and engagement team and the national policy team to coordinate activity, align with HIA standards and share content • Drafting articles and speeches for HIA member representatives and Executive Director as required.
KEY ACCOUNTABILITIES:	<ul style="list-style-type: none"> • Timely delivery of quality Building News, Regional News and Building WA Podcast • Distribution of timely and relevant media releases, opinion pieces and media responses • Effective media monitoring and advice • Increasing social media reach • Productive working relationships with national and regional staff • Develop an awareness of current day issues affecting the residential building industry locally and around Australia.
ATTRIBUTES & EXPERIENCE:	<ul style="list-style-type: none"> • Experience working in media and communications • Strong network of media contacts in WA. • Excellent time management – meets deadlines and can prioritise work; • Experience creating and distributing podcasts. • Excellent communication skills – verbal and written; • Experience creating and distributing content via social media and eDMs. • Must work well autonomously and in a distributed team environment.

REPORTING:	This role reports to Regional Executive Director
INTERNAL RELATIONSHIPS	Deputy Regional Executive Director General Manager, Marketing General Manager, Publications Chief Executive – Industry Policy Manager, Media and Government Relations