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| POSITION TITLE: | Communications Specialist |
| DEPARTMENT: | Public Engagement |
| DATE: | June 2025 |
| REPORTS TO: | Head of Policy and Advocacy |
| FTE: | 1.0 |
| LOCATION: | Richmond, Melbourne (Hybrid) |

CBM AUSTRALIA

CBM Australia is Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

ORGANISATIONAL VISION

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

ORGANISATIONAL MISSION

CBM is fighting to end the cycle of poverty and disability.

POSITION SUMMARY

The Communications Specialist role is a part of CBM Australia's Policy and Advocacy team. This position requires a candidate with a passion for human rights, news, politics, who thrives in dynamic environments and brings strong skills in communications strategy and reaching various audiences. They will work with colleagues across the organisation to ideate and plan, will project manage the delivery of key communications content packages, while also working independently to research, write and produce accurate and timely proactive or reactive content to publicise CBMA's advocacy and international programs work.

GROUP/DEPARTMENTAL OBJECTIVE

This role is a part of the Policy and Advocacy team who seek to influence Australia's development program and all related elements of our international engagement support, to promote and catalyse tangible progress toward disability equity and rights. Our priorities and approaches are guided by partners in the disability rights movement and informed by CBM's experience and expertise from our program and advisory work.

TRAVEL

International and/or interstate travel may be required in the position up to two weeks per annum. This includes travel in challenging conditions to partner countries. It is a condition of employment that all staff abide by CBMA travel and safety and security policies and procedures as well as in-country safety and security protocols required to travel to the location. This may include country specific vaccination requirements.

SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS



CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

- This role requires CBMA representation when visiting the field (internationally and domestic).
- This role has contact with children when visiting the field and requires a current Working with Children Check.

RESPONSIBLE FOR

- Coordination, creation and delivery of targeted communications that amplify the work of CBMA's three pillars of inclusive development – Advocacy, Advisory and Programs, including articles, media releases, blogs, social media posts and other resources.
- Coordination of the delivery of communications with the Program Impact (PI) Department, supporting the evolution and implementation of the PI communications content plan, including writing content, coordinating with stakeholders within the organisation and working with consultants.
- Drive and project manage key cross-organisation projects, notably International Day of People with Disability and other projects as they arise.
- Using creativity and innovation to engage and activate target audiences for the Policy and Advocacy team as evidenced by increase engagement rates across all modes of communications, including email, traditional media and social media.
- Development and delivery of systematic testing and monitoring of the communications delivered by this role and to adapt learnings dynamically.

REPORTS TO

Head of Policy and Advocacy

SUPERVISES

N/A

MAIN ACTIVITIES

- Ideation, writing and development of content and resources to amplify the work of CBMA's programs and advocacy work, and increase engagement and activation among audiences including sector, advocates, institutions, Government and the broader Australian public on this content.
- End-to-end campaign management of key cross-organisation projects, notably the annual International Day of People with Disabilities (IDPD) communications campaign, including developing email, social media, blog/stories and website copy in collaboration with internal stakeholders, as well as managing external relationships including carrying out resource collection trips domestically and internationally.

- Coordinate the delivery of communications with CBMA's Program Impact department, including working with an agreed workflow, supporting the development of as well as writing content, and working with internal stakeholders for consistent publishing of content.
- Strategic media and communication pieces are identified and published to achieve CBMA advocacy objectives and promote the story of disability inclusive development to existing and new audiences, including media releases, emails to supporters, social posts, blogs and case studies.
- Collaborate with all other departments to support quality content for multiple audiences to drive awareness, engagement and activation aligned with all guidelines, codes and laws, including working with internal stakeholders to send communications via key owned channels such as social media, web and email.
- Working with internal stakeholders to actively identify and test new opportunities to boost CBMA's profile through communications, media and campaigns.

KEY SKILLS/QUALITIES

- Tertiary qualifications or demonstrated experience in a communications or media related discipline
- Excellent communication and written skills, including strong ability to write at speed for different audiences, and in editing and proof-reading, as well as ability to clearly and effectively negotiate changes with technical experts, authors and designers
- Proven end-to-end campaign management experience, including working with multiple stakeholders including internal staff and external agencies
- Demonstrated organisational and time management skills with a strong attention to detail and ability to meet deadlines
- Demonstrated proactive attitude with an ability to adapt to changing priorities
- Brings creative thinking and new ideas to support the achievement of objectives
- Strong working knowledge of LinkedIn and social media audience strategies.
- An understanding of rights-based international development approaches and/or disability rights (desirable)
- Working knowledge of Canva and Jira (desirable)
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

INTERNAL CONTACTS

Policy and Advocacy team, Program Impact Department, including Pacific Team, Program and Advisory colleagues, Fundraising and Marketing team, Digital Marketing and Channel Transformation team

EXTERNAL CONTACTS

Contractors and consultations (graphic designers, videographers, content developers), CBM partner organisations

