



## **ASEAN-Australia Strategic Youth Partnership**

### **Communications Officer**

We are seeking a passionate individual to join our Communications team as the Communications Officer.

#### **About the role:**

The ASEAN-Australia Strategic Youth Partnership (AASYP) is a charitable Australian Company Limited by Guarantee. AASYP is reshaping diplomacy by elevating young people to become leaders in the ASEAN-Australia relationship. We strive to do this by equipping young people with the essential knowledge, skills and platform to engage with pressing regional problems.

The Communication Officer is primarily responsible for strengthening the AASYP brand presence and communicating our key messages through creative social media campaigns. Their objective is to maintain AASYP's social media presence across the four platforms of Facebook, Twitter, LinkedIn and Instagram. All roles at AASYP are currently on a volunteer basis.

#### **Qualities of our desired candidate**

- Demonstrated knowledge of social media platforms
- Proficient written and oral English communication skills
- Proficient in Wordpress and Canva (preferred)
- Attentive to detail
- Capable of working independently and as a team member
- Strong interest in advancing the ASEAN-Australia relationship
- Able to commit on average 3-5 hours per week

#### **Key responsibilities of the Communications Officer**

- With support from the Chief Marketing Officer, develop and execute creative social media campaigns that engage and reach our target audience of young people across Australia and ASEAN
- Produce high-quality content including website content, graphics and social media copy
- Manage our AASYP social media channels: LinkedIn, Instagram, Facebook and Twitter (requires weekly update)
- Respond to any direct messages or comments on our social media channels
- Review and schedule content for our social media
- Be the brand guardian for our tone of voice



**Report to:**

- Chief Marketing Officer

**Commitment:**

- March 2020 until January 2021.
- Expected workload of 3-5 hours per week.

*For all enquiries contact Jenny Vuu at [jenny.vuu@aasyp.org](mailto:jenny.vuu@aasyp.org)*

**Application instructions**

To apply for this role, please submit the following to [apply@aasyp.org](mailto:apply@aasyp.org).

- CV (no more than 2 pages).
- Create a 1 page plan for a social media campaign that helps to engage all young people from across ASEAN and Australia with AASYP.

*If this position interests you, then apply before 12.00 WIB **15 March 2020**.*