



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

### **Forum Communications Officer**

We are seeking a passionate individual to join our Communications team as Forum Communication Officers.

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

The inaugural ASEAN Australia Young Leaders Forum 2019 (AAYLF) brought together 41 young Australians and Southeast Asians in Jakarta to build the ASEAN-Australia partnership.

Over four days, delegates developed a deeper knowledge of the ASEAN-Australia relationship, fostered stronger intercultural leadership skills, built a regional network of like-minded young people and designed projects to improve ASEAN-Australia relations.

AAYLF 2020 will be even bigger!

Forum Communications Officers will be responsible for managing the external communications of the AAYLF 2020. Their objective is to promote the AAYLF brand through both traditional and social media channels and to maintain AAYLF's social media presence across Facebook, LinkedIn, Twitter and Instagram.

All roles at AASYP are currently on a volunteer basis.

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

- Outstanding verbal and written communication skills.
- Ability to think and plan strategically.
- Demonstrated knowledge of social media platforms
- Experience in media relations (preferred)
- Proficient written and oral English communication skills
- Proficient in Wordpress and Canva (preferred)
- Attentive to detail
- Proven ability to manage conflict as it arises and escalate to management
- Excellent time management and organisation skills
- Proven capability of working independently and as a team member
- Strong interest in advancing the ASEAN-Australia relationship

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

##### *Strategic Marketing Responsibilities*



- Work with the Forum Communications Manager and other Communications Officers to develop and execute a communication and marketing plan for the AAYLF 2020,
- Develop systems to continuously track, monitor and evaluate the number of social media posts, reach and engagement including using tools to monitor hashtag usage before and after the Forum such as Hootsuite or other marketing management tools.
- Be the brand guardian for our tone of voice.

### *Content Creation Responsibilities*

- Create social media content using Adobe Creative Cloud or Canva, video editing tools or other kinds of creative content that market the Forum throughout project implementation including programme launch, call for applications, delegate announcements, community building, Forum presentations and updates during and following the Forum.
- Manage a variety of social media outreach tools including creating engaging and interactive social media content such as through stories, live streams or innovative content.

### *Outreach and Public Relations Responsibilities*

- Coordinate outreach of the Forum to organisations and networks across ASEAN and Australia including universities, student groups, NGOs etc to promote the opportunity to attend the Forum.
- Respond to queries via Facebook and Instagram regarding Forum deadlines and updates.
- Write, edit and distribute content including press releases, website content, social media content and other marketing material that communicates the AAYLF key brand messages and activities.
- Seek opportunities in digital and print media to promote the forum and enhance the reputation of the AAYLF brand.

### **Report to:**

- Forum Communications Manager

### **Commitment:**

- March 2020 until January 2021.
- Expected workload of 5 hours per week, with workload to increase closer to the Forum.
- Attendance at the Forum is optional. Please note that costs to attend the Forum will not be provided for Forum Communications Officers.



*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).
- Design a 1 page communications plan that promotes the ASEAN-Australia Young Leaders Forum 2020. It should consider how we could use media public relations and our social media to achieve this.

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