

**REQUEST FOR EXPRESSIONS OF INTEREST FOR
APEN Communications Coordinator
April 2022**

Information

Australasia-Pacific Extension Network Ltd's (APEN) mission is to promote the value of, and to advance the theory and practice of enabling change in agriculture, natural resource management and regional communities through developing leadership, advocacy, promoting best practice and building positive partnerships.

APEN undertakes several activities to engage with key audiences across a variety of mediums and platforms. These include the APEN website, direct electronic mail (APEN e-Bulletin), electronic newsletter (ExtensionNet), along with social media posts across Twitter, LinkedIn and Facebook and media releases.

The APEN Board seeks the services of a media & communications coordinator to provide an energetic, pro-active, efficient, and comprehensive media and communications service to enhance the impact of APEN's work. This includes supporting the development and management of a media and communications plan, including a focus on social media platforms, materials, messages, and relationships with key stakeholders (e.g., media, sponsors and advertisers).

This is a unique and challenging opportunity to put your stamp on a dynamic organisation who engages and reaches extension practitioners across Australia, New Zealand, and the wider international community.

Key responsibilities

Assisting with the development and delivery of APEN's external communications strategy in collaboration with Directors, Committee Chairs, and the Secretariat by:

- A weekly review to develop/sustain APEN's website content as a central component of the communications program to ensure that new and consistent information (article links, stories, and events) is posted regularly
- Monitoring APEN's social media strategy and content development with a minimum of a weekly post on Facebook, Twitter and LinkedIn
- Managing the content and design of communication material including monthly digital newsletter (eBulletin), REIS Journal, quarterly ExtensionNet Annual Report
- Developing content for different distribution channels including video and podcasts as required
- Media releases (minimum annual or as required)
- Coordinating and managing content and contributions from Board Committees as required

This position will report directly to the Chair, Stakeholder Engagement Committee, or their delegate. All communications must comply with APEN's Communication Policy

Selection Criteria

We are seeking a person who

- is experienced in developing print and electronic content (information) and graphic design and disseminating it to stakeholders through our communication channels
- has a sincere commitment to work collaboratively with all stakeholder groups, including board members, volunteers, partners, sponsors/donors, and government and industry bodies
- has well-developed interpersonal skills including ability to work with people from a wide range of backgrounds with maturity, confidence, discretion when dealing with sensitive and confidential matters
- demonstrates ability to prioritise tasks to meet deadlines
- possesses an understanding of the extension profession and its impact on rural and regional industries and communities
- delivers value for money

It is anticipated that these duties will require approximately 12-14 hours per month. This may vary according to priorities and APEN activities.

This will be offered initially as a 6-month contract with the possibility of extension.

Interested people are encouraged to address the selection criteria including proposed budget in the Expression of Interest with a maximum of two pages, including the contact details of 2 referees.

- For further information contact Dr. Pat Hamilton, Chair, APEN Stakeholder Engagement Committee M: +61 0409180164 or E: ph.director@apen.org.au

Expressions of Interest due to Dr. Pat Hamilton, Chair, Stakeholder Committee, APEN M: +61 0409180164 or E: ph.director@apen.org.au by COB 22nd April 2022

Timeline

Selection finalised by 29 th April 2022 Successful applicant to be notified by 2 nd May 2022 Anticipated start date, early to mid-May 2022
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