

Position Description – Communications Officer

About the Australian Music Therapy Association – AMTA

Founded in 1975, AMTA (www.austmta.org.au) is the peak body for the music therapy profession in Australia supporting its 620+ Registered Music Therapists (RMTs) in providing evidence-based and safe music therapy services to vulnerable and unwell Australians. Governed by a Constitution and Code of Ethics (including Standards of Practice and By-Laws for Grievance Procedures), AMTA ensures all its RMTs adhere to the highest professional standards and maintain expert competency through mandatory participation in its professional development program.

AMTA's mission is to enable, advance and advocate for excellence in music therapy on behalf of its members and the community.

Music therapy is a research-based practice and profession in which music is used to actively support people as they strive to improve their health, functioning and wellbeing. Music therapy is the intentional use of music by a university trained professional who is registered with the AMTA. RMTs draw on an extensive body of research and are bound by a Code of Ethics that informs their practice. They are employed in a variety of sectors including health, community, aged care, disability, early childhood, and private practice.

About the team

AMTA has a small, collaborative and highly motivated team dedicated to advancing the music therapy profession and providing professional and effective member services, regulation and advocacy. AMTA has a highly engaged membership supported by a Board, Executive Officer, Secretariat, Policy Officer, sector Advisors, National Committees and State Branches.

Job Summary

AMTA's Communication Officer will develop and implement a comprehensive communication strategy and operating framework (policies, procedures, processes and protocols) covering AMTA's communication and delivery channels. The communication strategy will support AMTA's strategic plan to enable, advance and advocate for excellence in music therapy, and position AMTA as a leader in the application of music therapy and music for health and well being.

Integral to the success of this role is the ability to work collaboratively and effectively with key internal and external stakeholders, providing specialist communications support across AMTA's communication channels ensuring that information and messaging is clear, appropriately tailored, engaging and timely.

Responsibilities & Duties

- Develop an overarching communication plan that will advance AMTA’s strategic and advocacy initiatives.
- Develop an operational framework (e.g. policies and procedures etc) that will support all internal and external communication activities.
- Engage with external and internal stakeholders to inform and develop AMTA’s communication plan.
- Develop targeted communication campaigns in response to specific public relations incidents and/or advocacy initiatives.
- Manage and maintain an up to date external stakeholder/non-member database.
- Maintain an overview of AMTA’s communication channels and activities (internal and external) to ensure:
 - consistency with approved processes/protocols, providing guidance and support as required
 - consistency with AMTA’s messaging, brand, and industry profile
- Research, write and edit communications, resources (including communication and advocacy “tool kits”) that will support AMTA and members in their own workplace advocacy efforts.
- Provide content development and editorial support to AMTA office bearers (paid and volunteer) when developing member resources and internal/external policies, submissions, position papers etc.
- Support AMTA’s Social Media Committee in sourcing, managing and uploading relevant content, including responses, for social media, in accordance with approved communication policies and procedures
- Ensure AMTA maintains a strong online presence.
- Ensure AMTA’s website content is up to date, effectively promotes AMTA’s mission and advocacy initiatives, and provides useful resources for the community and AMTA members/office bearers.
- When necessary, provide support to AMTA’s Secretariat (internal communication) to ensure consistent messaging on key communication and advocacy activities.
- Provide media and public relations support in response to issues and incidents impacting the music therapy profession
- Meet regularly with AMTA’s EO to discuss and review AMTA’s communication plan.
- Prepare monthly Board reports outlining progress of AMTA’s communication plan.
- Work with the EO to prepare regular updates on communication and advocacy activities for member publication, presentations and/or AMTA’s website etc.
- From time to time, attend relevant external stakeholder meetings, community forums etc approved by the Board/EO.

Skills & Qualifications

- Relevant tertiary qualification
- Police check
- Sound knowledge of music therapy and current key issues impacting the profession
- Proven professional level communication skills and experience: demonstrated through extensive experience of producing content for a wide range of purposes and audiences, and delivering through a range of media channels.
- Proven experience in strategic communications including developing communications strategy and implementation plans, identifying and responding to emerging issues by providing strategic communications advice and assistance on managing opportunities and risks.
- Proven experience and capability in managing media relations, issues management, digital communications and campaign development.
- Excellent written, verbal and interpersonal skills
- Demonstrated capacity to be flexible or adapt to quickly evolving association proprieties
- Demonstrated ability to use initiative, with capacity to work proactively and independently as part of a team
- Excellent planning, organisational and time management skills, and ability to establish priorities and meet deadlines
- Experience using Microsoft Office and relevant online advocacy and social media platforms
- Ability to travel and work out of hours from time to time

Relationships

- Reports to Executive Officer, AMTA
- Collaborates with AMTA Office Bearers, Secretariat Staff, AMTA Members, other internal and/or external stakeholders as appropriate.

Related Documents

- [AMTA's Organisational Chart](#)
- AMTA's Manual of Administration, Policies & Procedures

Position Details

As this is a new position, for the first 6 to 12 months, it will be offered on a casual basis (\$40 - \$45 p/hr) for up to 1 day p/w per week with the intention to expand in to a permanent part time position (\$65,000 - \$70,000 pro rata + 9.5% superannuation and 4 weeks annual leave), approx. 1.5 days per week for an additional 2 years. While office hours are 9am – 5pm, AMTA offers a true work/life balance and there is flexibility to negotiate start/finish times and to work from home or office.