

LES Position Description

AGENCY	Department of Foreign Affairs and Trade
POSITION NUMBER	PN11116
POSITION TITLE	Digital Communications Officer
CLASSIFICATION	LE4
SECTION	Public Affairs
REPORTS TO (TITLE)	Director, Public Affairs
MONTHLY SALARY	HKD34,591

About The Department of Foreign Affairs and Trade

The role of the Department of Foreign Affairs and Trade (DFAT) is to advance the interests of Australia and Australians internationally. This involves strengthening Australia's security, enhancing Australia's prosperity, delivering an effective and high quality overseas aid program and helping Australian travellers and Australians overseas. The department provides foreign, trade and development policy advice to the Australian Government. DFAT also works with other Australian government agencies to drive coordination of Australia's pursuit of global, regional and bilateral interests.

About the position

The Digital Communications Officer primarily assists with coordinating the Consulate's external communications strategies, publicity and marketing materials, with a focus on social media.

The role also supports the development of visual materials for the Consulate, both digital and print, including managing the Consulate's website. This material is used to project a positive, accurate and contemporary image of Australia in Hong Kong and Macau, in line with the priority placed on digital and social media outreach in the DFAT Public Diplomacy Strategy.

This role may be required to work outside standard hours.

Key responsibilities of the position include but are not limited to:

Social Media Strategy

- Contribute to the development, implementation and monitoring of the Consulate's Social Media Strategy
- Research, develop and deliver high-quality bi-lingual digital content, consistent with whole-of-government priorities in support of the Consulate's digital presence and the promotion of Australia's national brand in Hong Kong and Macau.
- Prepare high-level communications strategies, campaigns and publicity materials in support of major events, official visits and public diplomacy initiatives.
- Assist with managing project budgets, including managing financial reconciliations according to departmental guidelines and procedures.
- Prepare high-quality reports and analysis on the effectiveness of the Consulate's digital communications products and campaigns.



Graphic Design

- In line with Australia's Nation Brand, assist with the development of all visual identity material for the Consulate, including for WhatsApp, Instagram, Facebook, X/Twitter, LinkedIn, website, event invitations, flyers, banners, advertisements, signage, and published documents.
- Liaise and negotiate with external graphic designers for specific projects as required.

Website, eDM and Database/Records Management

- Maintenance of the Consulate's website, media library, eDMs and database management, including effective record keeping.

Photography and Videography

- Assist on photography and videography and/or manage and liaise with external photographers and videographers as necessary.
- Edit videography and assist with subtitling video content and/or manage outsourcing of subtitling.

Required Qualifications/Experience/Skills

- Ability to communicate effectively, orally and in writing, in English and Cantonese.
- Event and project management.
- Social media content design.
- Graphic design and developing visual identity.
- Experienced with Meta Business Suite, Salesforce, Canva, InDesign, Illustrator, Photoshop and video editing software.
- Ability to organise and prioritise workloads to meet project deadlines, while demonstrating flexibility and doing what is needed to get the job done.
- Ability to build and maintain strong networks with stakeholders, including diplomatic missions, private sector, government agencies and non-profit organisations.
- Demonstrated ability to work as part of a busy and diverse team, with initiative and minimal supervision, apply sound judgement and innovation.
- A qualification in Public Relations, Visual Communications, Marketing or a relevant field is desirable but not mandatory.
- Desirable, but not essential: photography and videography skills.