

<b>Position Number</b>	P0012
<b>Position Title</b>	Lead, Strategic Communications
<b>Reports to</b>	Chief Executive Officer
<b>Number of positions that report to this position</b>	0
<b>Date of last review</b>	11 August 2025
<b>Date approved</b>	24 August 2025
<b>Approved by</b>	Chief Executive Officer

## POSITION DESCRIPTION – Lead, Strategic Communications

### PURPOSE STATEMENT

The Lead, Strategic Communications develops and implements a strategic communications plan to amplify CAUL's advocacy, policy work, and sector influence. The role delivers compelling internal and external communications across channels, engages stakeholders, and contributes to policy development and media engagement to enhance CAUL's visibility and impact.

The Lead, Strategic Communications leads the strategic execution of year-round content for various communications channels. This will include preparation of press releases, website content, social media, events marketing and newsletter coordination; as well as media management and communications with a broad stakeholder group including the CAUL Council, Board, government, industry and the Higher Education sector.

Working closely with the CEO and CAUL Office, the Lead, Strategic Communications will be a confident writer and content creator, with the ability to communicate complex issues to a diverse range of audiences. The position will help thread key messages across platforms, draw actionable insights from research and data and create meaningful content to build awareness and enhance CAUL's brand and standing in the sector and enhance Membership value.

Travel both national and international may be required.

## **KEY ACCOUNTABILITIES**

### **Strategic Communications**

- Develop and implement CAUL's internal and external communications strategies
- Ensure messaging is aligned with CAUL's brand, tone, and strategic priorities
- Tailor communication approaches for a diverse range of stakeholders

### **Content Creation and management**

- Manage and maintain CAUL's website and social media channels as key platforms for audience engagement and showcasing impact, ensuring content is current, accessible, and aligned with strategic priorities
- Create compelling written content, including newsletters, articles, social media posts, opinion pieces, speeches, reports, and digital assets
- Translate research and data into accessible formats that demonstrate impact and advocate for CAUL's priorities and the role of academic libraries
- Ensure consistency and integrity in CAUL's tone, voice, and visual identity across all communications

### **Media and Public Relations**

- Contribute to media statements, responses, and social media content on policy-intensive or complex issues, coordinating input from the Board and Members
- Create engaging digital marketing materials, programs, and promotional assets for CAUL events and activities
- Draft media releases and briefing materials that connect CAUL's work to broader policy and public discourse

### **Stakeholder Engagement**

- Actively develop and build network with key stakeholders and organisations including sector, industry and government
- Cultivate relationships with sector media, and communications leads across stakeholder organisations to maximise coverage and amplify CAUL's voice.

### **Policy and Advocacy**

- Support the development of consistent CAUL policy positions and submissions and represent these at forums and events
- Inform CAUL's advocacy program to influence change and grow CAUL's influence and profile across the region
- Research and develop policy positions on key and emerging issues for the sector and industry including problem identification, research, and ideas generation
- Monitor the external landscape for opportunities to contribute to policy conversations or shape sector debate

### **Design & Production**

- Design and produce high-quality publications, digital assets, and presentation materials in-house using tools such as Microsoft Office, Canva, Adobe Suite, PowerPoint, and Wordpress
- Ensure all content and media are delivered to a high standard of visual design and aligned with CAUL's brand
- Maintain image libraries, templates, and media kits to support consistent, professional communications

### **SELECTION CRITERIA**

#### **Essential**

1. Tertiary qualifications in Communications, Public Relations or a related discipline or equivalent workplace experience
2. Solid research skills, including the ability to perform robust desktop reviews, analyse and draw insights from data
3. Excellent written and verbal communication skills as applied to policy papers, reports, submissions and briefs
4. Experience managing organisational websites, social media, and newsletters with confidence in using relevant tools and platforms to produce final content in-house that aligns with brand and purpose
5. Demonstrated experience supporting policy and advocacy processes, and success in positioning messages for public or policy impact
6. Proven track record in building relationships with media, communications leads, and diverse stakeholder groups to amplify stories and drive sector influence
7. Ability to work productively as part of a distributed virtual team, contribute to positive team culture and reflect the values of CAUL

#### **Desirable**

1. Understanding of the issues affecting academic libraries in Australasia and their role in the higher education landscape of Australia and Aotearoa New Zealand
2. Experience with member-based organisations or associations