



Role Description

Position title	Communications Officer to World Administrators Alliance Council
Responsible to	Chair of World Administrators Alliance Council
Responsible for	No direct reports
Liaises with	WA-Alliance Council, Convenor of the WA-Summit, Regional Representatives, Communications Team, Task Forces, WAA Ambassadors and other such persons as shall be designated by the Council.
Term of Office	All Council members are as a rule elected for a period of two year, renewable for a maximum period of four years.
Our mission and purpose	The WA-Alliance's purpose is to guide, influence, develop and elevate the administrative profession, to create a global community to enable Administrative Professionals the world over to speak with one voice.

WA-Alliance

The newly formed World Administrators Alliance is the governing body endorsed by the 2020 11th WA-Summit Business Meeting of Delegates from 27 Countries. As a non-profit trade association, it represents administrative associations, networks, and professionals from across the globe. Its purpose is to guide, influence, develop and elevate the administrative profession, to create a global community that works together for the benefit of all.

Position purpose

The Communications Officer is responsible for supporting the Chair and the Council with all communications tasks necessary to execute the business of the WA-Alliance, including but not limited to:

- Participate as a member of the Communications Team, helping to oversee communications activities, including, but not limited to:
 - Social media posting (content, schedule, etc.);
 - Sourcing content for social media and newsletters;
 - Collaborating on talking points for Council Members and Ambassadors.
- Monitor social media outlets.
- Share content on social media outlets.
- Assist with consistent core messaging for use by all Council members.



Key responsibilities

The Communications Officer of the Council shall be responsible for ensuring that the external messages and communications from the WA-Alliance are consistent with its aims.

Primary Duties

- Participate as a member of the Communications team; act as liaison between the team and the Council.
- Liaise with WA-A Ambassadors, providing content and bringing questions/feedback to the Council.
- Feed updates from the Council to the Communications Team members.
- Ensure relevant content is shared on various social media platforms (Facebook, LinkedIn, Twitter, YouTube).
- Assist Communications Team in sourcing articles/content for social media, as well as the monthly newsletter.
- Assist the Chair and other Council members with development of core messaging for use on social media, the website, newsletters, etc.
- Work together with publishers to produce the post-Summit Supplement.

Qualifications

- A commitment to, and a clear understanding of the mission of the Council.
- A commitment to, and a clear understanding of the profession, including challenges and trends.
- At least one year of previous service on a board or in a volunteer capacity within an association.
- Excellent written and oral communication skills.
- A solid understanding of the commitments required to work in a voluntary organisation.

Evaluation

The effectiveness of the Communications Officer role conduct and position description will be evaluated by the Chair.