

POSITION DESCRIPTION

Position Title:	Publications Writer/Editor
Division:	Marketing, Communications and Business Development
Location:	Melbourne
Reports to:	Manager, Content and Publishing
Position type:	Full time
Approved by:	CEO
Date approved:	November 2017

Organisational context

The Australian Physiotherapy Association (APA) is the peak national body representing the physiotherapy profession in Australia and has over 24 000 members.

The APA supports members by providing them with access to the highest quality knowledge, resources and research to keep their skills current and relevant; through advocating for physiotherapy to have a broader role in healthcare; and by positioning the physiotherapy brand to all consumers, other health professionals and the community.

The publications team plays an important role by creating informative, engaging and thought-provoking content that delivers value, educates and gives voice to members.

Main purpose of the position

To assist with the planning and production of core APA print and online publications—the Association’s monthly member magazine and the two quarterly special interest group publications.

Reporting relationship

The Publications Writer/Editor reports to the Manager, Content and Publishing within the Marketing, Communications and Business Development division.

Other relationships

Key non-reporting relationships include:

- policy and government relations team, for advocacy-related and safety and quality practice content
- professional development team, to promote key APA courses and events
- marketing and communications team, to showcase APA campaigns and other promotional activities through editorial and internal advertisements
- business development team, to report APA partner updates and special member offers, and to ensure paid advertisements are placed within the publications
- state branch staff, for local news content
- clinical editors of the special interest group magazines, to ensure clinical content is up-to-date and clearly presented
- APA national president and chairs of special interest groups, to ensure timely submission of their regular columns
- APA CEO, to structure and write content for his regular column.

Key accountabilities

Plan, research and write articles about issues affecting physiotherapy, the Association's activities and other matters relevant to members.

Solicit content from prospective contributors and undertake interviews as required for magazine articles.

Edit and proofread material supplied by members, Association staff and other contributors to maintain quality and consistency of the content.

Collaborate with the designer to ensure the overall look and feel of published content is appealing, appropriate and consistent with the APA brand.

Liaise and maintain key relationships with contributors, suppliers and other stakeholders as required throughout the production process.

Attend regular publications meetings and contribute ideas for articles and themes as well as provide input into longer term content planning and direction.

Support and work with other members of the Marketing and Communications team when required to develop and produce communications material in line with the APA's vision, belief and purpose.

Skills, knowledge and experience

Tertiary qualification or equivalent experience in editing, writing or journalism.

Minimum of 4 years of relevant experience in writing and editing for magazines or publications across print and digital formats.

Demonstrated experience in interviewing subjects for magazines or publications.

Demonstrated ability to adhere to in-house style guidelines.

Excellent organisational skills and the ability to prioritise and manage overlapping production cycles with tight timelines.

Experience in print-to-digital publication transformation, and writing and editing for healthcare magazines or publications would be highly regarded.