



Position at a Glance- Publicity Officer

ICPA (Aust.) is actively looking for our next Federal Council team members, providing the opportunity to create change at a federal level alongside our small team of smart and motivated individuals. Our advocacy work raises awareness of the challenges of educating rural and regional students.

This role is offered as a rewarding volunteer position, providing flexible work and the ability to be part of a high-functioning team of like-minded and motivated parents and advocates, offering a socially and personally fulfilling role. Own your position and be the reason for change. The Publicity Officer role will be available at the 2024 AGM, and you will be onboarded with training from our most experienced councillors, ensuring you are set for success.

Your role

- **Keep all social media platforms current with up to date topics by posting reports, relevant information and happenings.**
- **Development of media releases and communicating newsworthy items to various media contacts.**
- **Support Federal Council with media/publicity obligations. It is important that the Publicity Officer is available for media contact especially during major announcements. It is desirable that the Publicity Officer manages all media requests and develops relationships with key supporting journalists.**
- **Look for opportunities to promote the organisation positively.**
- **Encourage other Federal Councillors to participate in publicity opportunities e.g. photos from State Conferences and meetings.**
- **Collate, with the assistance of portfolio leaders, the quarterly ICPA (Aust) newsletter – the Federal Focus.**
- **Participate in strategic and operational planning and activities.**
- **Take part in Federal Council monthly meetings, ensuring the publicity needs of the organisation are heard and that the best interests of the Council and its purpose are upheld.**
- **Travel with Federal Council representative events e.g. Delegations, Federal Conference (approx. 3 weeks/year).**

About you

Are you passionate about advancing the needs of rural and remote education? Do you have knowledge of rural education issues? Do you have advocacy experience or experience in leadership roles? Are you willing to have a go at advocating on behalf of rural and remote families to achieve equity?

About ICPA:

Mission

ICPA actively pursues equitable access to education for all students in rural and remote areas of Australia.

Our Why

We care deeply about fairness and equity, driven by the firm belief that every child regardless of geographical location, deserves equitable access to opportunity. We are passionate advocates for the empowerment of rural and remote communities across Australia, fuelled by our dedication to ensuring parity and inclusivity in the distribution of opportunity.

Next Steps

To express your interest, please contact Federal President, Louise Martin or Federal Secretary, Kim Hughes to see how you can get involved.

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