



AMWU POSITION DESCRIPTION

QUEENSLAND & NORTHERN TERRITORY BRANCH

POSITION TITLE	Communications Officer (Videographer)
REPORTS TO	State Secretary & State Council
CO-ORDINATION	Executive Officer
PAY LEVEL	Officer Level 4 or 5 – Officials and Officers Stream
HOURS	38
AGREEMENT	New 2025 Classification Structure and Wages and Conditions

STAFF RESPONSIBILITY Nil

LOCATION Brisbane State Office

START DATE 2 February 2026

AMWU CORE VALUES

For workers	We place workers above any other consideration, including personal, political or economic interest. We organise to win.
Fair go	We are democratic, fair, inclusive and respectful
We do what we say	We are dedicated, sincere, reliable and accountable to our organisation and the members we represent
Effective	We work strategically and stand together as one to deliver outcomes for members

PRIMARY ROLE STATEMENT

The Communications Officer specialising in videography is responsible for collaborating with Officials, members, and Delegates to develop compelling and strategic digital content, leveraging photography and videography to support a broad range of initiatives. This includes strengthening outreach through AMWU networks and enhancing public engagement. The role also encompasses digital and written works and data analysis to optimise engagement strategies and will be instrumental in advancing the union's presence and influence within the digital landscape.



KEY RELATIONSHIPS

The Communications Officer (Videographer) will report directly to the State Secretary or through his delegated authority.

This position will liaise directly with the State Secretary and Executive Officer and with relevant Organisers, AMWU members and delegates relevant to targeted campaigns, communications and campaigning officers and Officials of other unions and organisations that share AMWU values and with Politicians with whom we have an intrinsic relationship and shared interests. Other key relationships include other State branches and all staff.

KEY DUTIES AND RESPONSIBILITIES

- Collaborate with Officials, Officers, members and Delegates to develop compelling and strategic digital content
- Digital and written works including data analysis
- Coordinate and oversee compliance and governance of location and talent release / approvals documentation ensuring all permissions and legal requirements are properly managed and recorded
- Manage the systematic cataloguing and organisation of digital assets to ensure efficient storage, retrieval and long-term accessibility
- Develop original, strategic proposals for digital campaigns that effectively support union initiatives and objectives
- Oversee the management and maintenance of camera, lighting and sound equipment
- Responsible for working behind the camera, handling the technical aspects of filming from camera setup to postproduction editing, including:
 - **Camera Operation** - Setting up and operating camera equipment to capture high quality footage using various camera settings, choosing the right lenses and ensuring that shots are framed correctly.
 - **Lighting and Sound Management** – Managing lighting setups to capture professional footage and microphone setups and other audio equipment to capture clear, crisp sound
 - **Pre-Production Planning** – Delivering strategic, creative and technical guidance to ensure video content is purposeful, engaging and aligned with organisational objectives
 - **Video Editing** - Demonstrated expertise in advanced video editing to produce cohesive, visually compelling content – cutting and sequencing clips, applying transitions, synchronising audio, performing colour correction and integrating special effects or graphics to enhance visual impact



- **Directing on-camera** – providing clear guidance to on screen subjects on movements, expressions and positioning to ensure the desired visual narrative is achieved
- **Graphics and Effects** – Applying graphic elements and visual effects to enhance production quality and support effective narratives and story telling

Fraud and Corruption Prevention

The Union constantly strives to improve our practices to ensure we uphold the highest ethical standards. The AMWU has a zero-tolerance approach to any fraud, corruption or misconduct, and all staff are required to report any potential fraud, corruption or misconduct in accordance with the Union's Whistleblower Policy.

Work Health & Safety

In accordance with the AMWU's WHS Policy, all employees have a responsibility to take reasonable care of their own health and safety, and that of others. To meet this commitment, all levels of management shall be held responsible for ensuring all staff are aware of and have agreed to work to this policy.

Union Policies

The Union is governed by our Union Rules and various legislation. Internal policies, procedures and principles have been adopted to ensure transparency, accountability, good governance, acceptable behaviour and guidance for decision making. All employees must work in accordance with these policies and procedures.

SELECTION CRITERIA (ABILITIES, QUALIFICATIONS & EXPERIENCE)

ESSENTIAL SKILLS REQUIRED

- Relevant experience in communications, specialising in videography
- Demonstrated technical proficiency in camera operation in camera operation, lighting setups, audio capture and video editing software such as Adobe Premiere, Pro, Final Cut Pro or DaVinci Resolve
- Proven creative vision and capacity to translate concepts and ideas into compelling visual stories choosing the right angles, lighting and editing techniques to enhance the narrative
- Attention to detail, ensuring every shot, cut and transition aligns with the project's overall vision and maintains a high standard of quality
- Demonstrated organisational and time management skills with the ability to manage competing priorities and meet tight deadlines



- Exceptional interpersonal and communication skills, with the ability to engage effectively across diverse groups including Officials, Delegates, members, stakeholders and on-screen talent to meet creative direction and production requirements
- Demonstrated ability to collaborate within teams while maintaining strong independent work capabilities
- High self-driven, motivated and enthusiastic with proactive approach to achieving objectives – goal driven
- Strong proficiency in computer applications, including Microsoft Suite and Adobe Suite and the ability to learn quickly and adapt to new technologies, particularly web-based platforms
- Demonstrated capability to implement strategies aligned with AMWU values and objectives

DESIRABLE

- Bachelor of Creative Arts (Film, Television & Radio) highly desired

AMWU ORGANISING PERFORMANCE EXPECTATIONS

The Communications Officer (Videographer) will work collaboratively with Organisers to produce high-quality content that supports organising initiatives and contributes to achieving key growth objectives, including:

- Recruitment: Achieve a minimum of 38 new members per quarter
- Workplace Engagement: Conduct at least 60 workplace visits per quarter (240 annually)
- Delegate Development: Maintain a delegate-to-member ratio of 1:10
- Health and Safety Representation: Successfully negotiate workgroups and facilitate the election of Health and Safety Representatives (HSRs)
- Training and Development: Ensure Delegates and HSRs receive appropriate training.
- Mentoring: Advance mentoring plans to strengthen Delegate capability
- Membership Retention: Maintain a financial membership base exceeding 90%
- Team Collaboration: Contribute to collective team targets and actively support Organisers in meeting their objectives.

Employment Screening Required

Keep checks required for the role on file

- ☐ Qualifications verification



☐ Licence Check if driving Union vehicles

☐ Right of Entry Permit

Name:		Name:	Rohan Webb				
Title:	Communications Officer (Videographer)		Title:	State Secretary			
Signature:		Date:		Signature:		Date:	