**POSITION DESCRIPTION**

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| **Position title:** | | **National communications OFFICER – Drought Program** |
| **Office location:** | | National Council Secretariat  Deakin West |
| **Reports to:** | | National Drought Relief Coordinator through the National Communications Director |
| **Other professional relationships:** | | * National Council Secretariat staff * State/Territory Communications staff * Regional media * Production suppliers |
| **Conditions of Employment:** | | Individual Employment Contract |
| **Hours of Work:** | | P/T: 60 hrs / fortnight – Initially 4 months to June 2020 |
| **Remuneraton & Benefits** | | Superannuation at statutory rate  Salary packaging available |
| **Probity Checks** | | 2 References  National Criminal Record Check  Working with Vulnerable People Check |
| **Our Purpose & Values** | | |
| The St Vincent de Paul Society is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.  The Society aspires to be recognised as a caring lay Catholic charity offering a ‘hand up’ to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny. | | |
| **Society of St Vincent de Paul National Council of Australia Inc.** | | |
| The St Vincent de Paul Society has lent the hand of support to Australians experiencing disadvantage for over 175 years. Almost 60,000 members and volunteers dedicate their time and talents to this important work in communities across the country.  As well as visiting individuals and families in their homes, the Society runs a range of programs to support people experiencing homelessness; family violence; mental illness; help for migrants and refugees; supported employment; addiction services; education and training; youth support services and Vinnies shops.  At the core of the Society’s good work is a grassroots commitment to helping people break their own personal cycles of disadvantage. Our members and volunteers are on the ground, every day, acutely aware of the hardships that impact the social fabric of modern-day Australia. | | |
| **About the Position** | | |
| The primary role of the National Communications Officer – Drought Program is to communicate with people in regional areas via digital and mainstream media – to draw people to our mission and increase awareness of available support in drought affected areas of Australia. | | |
| **Key Accountabilities** | | |
| This position is responsible to the National Drought Coordinator through the National Communications Director, or their delegate, for the following key accountabilities and the achievement of Key Performance Indicators (which are outlined at Attachment 1).   1. Plan and engage in regional media liaison, directly or through SVDP state offices 2. Maintain website content relating to the drought 3. Participate and report on social media platforms in relation to the drought 4. Build and maintain stakeholder contact lists 5. Build and maintain photo library 6. Coordinate publications production 7. Other duties as directed.   The key accountabilities and the associated KPIs cannot be delegated without the authority of the CEO or their delegate. Other duties may be required, as directed, commensurate with skills and abilities. | | |
| **OH&S Responsibilities** | | |
| The National Council recognises its moral and legal responsibilities to provide a working environment for its employees, volunteers, contractors, visitors, the general public and those whom we serve (our companions and our residents), that is safe and healthy.  The National Communications Officer – Drought Program is accountable to the National Communications Director for ensuring that the activities of the programs and employees under their management are conducted in accordance with the Associations Occupational Health and Safety Management System and in a manner that minimises the risk of injury or ill health to all people affected by the activity. Where the risk of injury or ill health cannot be eliminated completely the Quality, Risk and Compliance Manager is to ensure that appropriate and effective controls are documented and implemented to reduce the risk as far as practicable. | | |
| **Selection Criteria** | | |
| **Essential** | * Tertiary qualifications in graphic design or communications. * Two years of experience in a tactical digital marketing role – successful track records with Facebook, Twitter, Instagram and Youtube. * Demonstrated experience creating engaging content across digital channels using skills such as copywriting, editing, graphic design, photography and video production. * Excellent written and oral communications skills. * Demonstrated ability to manage complex relationships. * Demonstrated time management skills, including the ability to prioritise, manage multiple tasks and meet deadlines. * Demonstrated ability to work independently with limited direction. * Solid experience with Google Analytics. * Proven experience with social media platforms and content management systems. * Proven experience managing projects on-time and to budget. * Solid data analysis and data visualisation skills. * Working knowledge of Microsoft Office and online collaboration platforms. * Graphic design skills * Demonstrated understanding of and commitment to the principles of equity, diversity, continuous improvement, risk management, and work health and safety. | |
| **Desirable** | * Videography and photography skills including editing. | |
| **Inherent physical requirements of this position** | | |
| |  |  |  |  | | --- | --- | --- | --- | |  | **Frequency** | | | | **Often** | **Sometimes** | **Rarely** | | **Bending** |  | ü |  | | **Computer based tasks** | ü |  |  | | **Driving** |  | ü |  | | **Kneeling** |  |  | ü | | **Lifting** |  |  | ü | | **Sitting** | ü |  |  | | **Standing** |  | ü |  | | **Walking** |  | ü |  | | | |
| **Cultural Fit** | In addition to the selection criteria outlined above, the organisation will consider the cultural fit of all potential recruits to this position. | |

**ATTACHMENT 1**

**Key Result Areas / Key Performance Indicators**

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| **Key Result Area** | **Performance Indicators** | **Agreed Assessment Criteria** | **Employee’s Assessment** | **CEO Assessment** |
| 1. **Regional Media Liaison** | * 1. Liaise with state and territory communications staff   2. Either directly, or through the state and territory offices, secure regional radio interviews   3. Either directly, or through the state and territory offices, secure content in regional press | * 1. Effective relationships with state and territory communications staff   2. Evidence of local radio interviews   3. Evidence of local press content |  |  |
| 1. **Social Media** | * 1. Establish social media presence   2. In consultation with the National Communications Director, develop content across social media platforms   3. In consultation with the National Communications Director, manage content across social media platforms | 2.1 Evidence of social media communities  2.2 Evidence of social media activity across relevant platforms |  |  |
| 1. **Website** | * 1. Upload and maintain relevant website content   2. Drive interest in the website   3. Report analytics | 3.1 Well maintained in relevant areas  3.2 Evidence of increased activity  3.3 Delivery of monthly report |  |  |

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| **Position Description & KPI Acknowledgement** | | | |
| I have read, understood and agree to comply with the above position description and KPIs. | | | |
| **Employee Signature:** |  | **Date:** |  |