



POSITION DESCRIPTION

POSITION TITLE:	NATIONAL COMMUNICATIONS OFFICER
OFFICE LOCATION:	National Council Secretariat Deakin West
REPORTS TO:	National Communications Director
OTHER PROFESSIONAL RELATIONSHIPS:	<ul style="list-style-type: none">• National Council Secretariat staff• State/Territory staff• Media• Creative
CONDITIONS OF EMPLOYMENT:	Individual Employment Contract
STATUS:	P/T; 20 hours per week over 4 hours (Tuesday – Friday) Ongoing
REMUNERATION:	Superannuation at statutory rate Salary packaging available
PROBITY CHECKS:	2 References National Criminal Record Check ACT 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.

ST VINCENT DE PAUL SOCIETY 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 is to support the communications and social/public policy work of the National Council Secretariate. This is a challenging and interesting role that involves communicating with a range of internal and external stakeholders.

KEY ACCOUNTABILITIES

This position is responsible to 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. Digital platforms (e.g. Twitter, Facebook, Instagram, etc...) – participate and report
2. Publications, submissions and policy papers – coordinate production, layout & proof reading
3. Media liaison
4. Stakeholder relations, including members through state and territory offices
5. Update, review and maintain website content including advocacy and policy material
6. Create and maintain content and contact lists in Campaign Monitor, Medianet database and iSentia
7. Build and maintain stakeholder contact lists in Excel
8. Build and maintain original photo library
9. Distribute daily media clipping service
10. 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 is accountable to the National Communications Director for ensuring that the activities 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 communications or related field.
- 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, or capacity to learn
- Solid data analysis and data visualisation skills.
- Working knowledge of Microsoft Office and online collaboration platforms.

	<ul style="list-style-type: none">• Demonstrated understanding of and commitment to the principles of equity, diversity, continuous improvement, risk management, and work health and safety.																																								
DESIRABLE	<ul style="list-style-type: none">• Videography and photography skills including editing.• Graphic design skills																																								
INHERENT PHYSICAL REQUIREMENTS OF THIS POSITION																																									
	<table><tr><td></td><td colspan="3">Frequency</td></tr><tr><td></td><td>Often</td><td>Sometimes</td><td>Rarely</td></tr><tr><td>Bending</td><td></td><td>✓</td><td></td></tr><tr><td>Computer based tasks</td><td>✓</td><td></td><td></td></tr><tr><td>Driving</td><td></td><td>✓</td><td></td></tr><tr><td>Kneeling</td><td></td><td></td><td>✓</td></tr><tr><td>Lifting</td><td></td><td></td><td>✓</td></tr><tr><td>Sitting</td><td>✓</td><td></td><td></td></tr><tr><td>Standing</td><td></td><td>✓</td><td></td></tr><tr><td>Walking</td><td></td><td>✓</td><td></td></tr></table>		Frequency				Often	Sometimes	Rarely	Bending		✓		Computer based tasks	✓			Driving		✓		Kneeling			✓	Lifting			✓	Sitting	✓			Standing		✓		Walking		✓	
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CULTURAL FIT	In addition to the selection criteria outlined above, the organisation will consider the cultural fit of all potential recruits to this position.																																								



KEY RESULT AREAS / KEY PERFORMANCE INDICATORS

Key Result Area	Performance Indicators	Agreed Assessment Criteria	Employee's Assessment	CEO Assessment
1. Social Media	1.1 Establish social media presence 1.2 In consultation with the National Communications Director, develop content across social media platforms 1.3 In consultation with the National Communications Director, manage content across social media platforms	1.1 Evidence of social media communities 1.2 Evidence of social media activity across relevant platforms 1.3 Timely response to posts where necessary		
2. Website	2.1 Review, update and upload and maintain relevant website content 2.2 Update and edit existing content 2.3 Report analytics	2.1 Well maintained in relevant areas 2.2 Up to date policy and media material 2.3 Delivery of monthly report		
3. Publications	3.1 Oversee the production of The Record 3.2 Work with the editorial committee to finalise content	3.1 Delivery on time and on budget 3 issues of The Record 3.2 High quality, original, timely content		

Position Description & KPI Acknowledgement

I have read, understood and agree to comply with the above position description and KPIs.

Employee Signature:		Date:	
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