

# Position Description

## Position details

<b>Position Title:</b>	Communications Officer	<b>Reports to:</b>	Manager Executive Services
<b>Team:</b>	Communications Team Executive Services	<b>Location:</b>	Head Office Brunswick
<b>Group:</b>	Corporate Services	<b>Hours:</b>	0.4 EFT (30.4 hours per fortnight)
<b>Classification:</b>	Level 5	<b>Status:</b>	Ongoing

## The Organisation

The Victorian Foundation for Survivors of Torture Inc. (VFST), also known as Foundation House, provides services to advance the health, wellbeing and human rights of people from refugee backgrounds who have experienced torture or other traumatic events. Established in Melbourne in 1987, Foundation House is non-denominational, politically neutral and non-aligned. It is constituted as a not-for-profit organisation managed by an elected Board of Management and is funded by the Commonwealth and Victorian Governments, philanthropic organisations and donations from private individuals.

Foundation House is a state-wide agency offering services in metropolitan, regional and rural areas. Offices are in Brunswick (head office), Dallas, Dandenong, Ringwood and Sunshine. Services are also provided in partnership with other agencies outside of the metro area. With approximately 200 staff the organisation:

- Provides services to clients in the form of counselling, advocacy, family support, group work and complementary therapies
- Works with client communities and the sectors they interact with
- Offers professional and organisational development
- Advocates to governments for improvements to policies and programs
- Conducts and contributes to research

Working with approximately 5,000 clients a year, an integrated trauma recovery service model guides the work of the agency under an organisational structure which is comprised of the following areas:

- Direct (Client) Services
- Community Capacity Building
- Practice and Sector Development
- Corporate Services

Foundation House is committed to promoting and protecting the interests and safety of children and this is reflected in our organisational policies, protocols and staff development.

## Purpose

To be a specialist trauma-focussed service that works with the strengths and resilience of refugees, their families and communities to rebuild lives shattered by torture and other traumatic events.

## Organisational Area Summary

We ensure the best people, resources, systems, processes, infrastructure, organisational structure and culture are in place to achieve success. Corporate Services supports the work of the organisation through excellence in Finance, Human Resources, Information Technology, Information Management, Quality Improvement and Executive Services (Communications, Head Office Administration, CEO's Office). All staff

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within the Corporate Services Group are expected to work collaboratively and constructively with each other and with the wider staff team.

## Position Summary

This position is located within the Corporate Services Group which supports the implementation of the organisation's Strategic Plan and annual Strategic Priorities. The Communications Officer is part of Executive Services as a member of the Communications Team.

The Communications Officer has a key role in developing communications strategy and in conveying the story of the organisation and its work to all stakeholders, internal and external. They have responsibility for design, digital and other communications internal and external. They also support the production of organisational publications. The role develops and maintains these communications resources.

Reporting to the Manager Executive Services the Communications Officer has a leading role in developing pan-organisational communications strategy, planning and implementation. This role shares responsibility for conveying the story of VFST and its work to all stakeholders, internal and external through written content, visual communication integrity and brand identity. Developing high quality and consistent resources and materials across the agency are major components of the role.

Specifically, a key objective of this role is to work with the Education and Early Years (EEY) team to develop and enhance the internal and external communications capacity and representation of the organisation by:

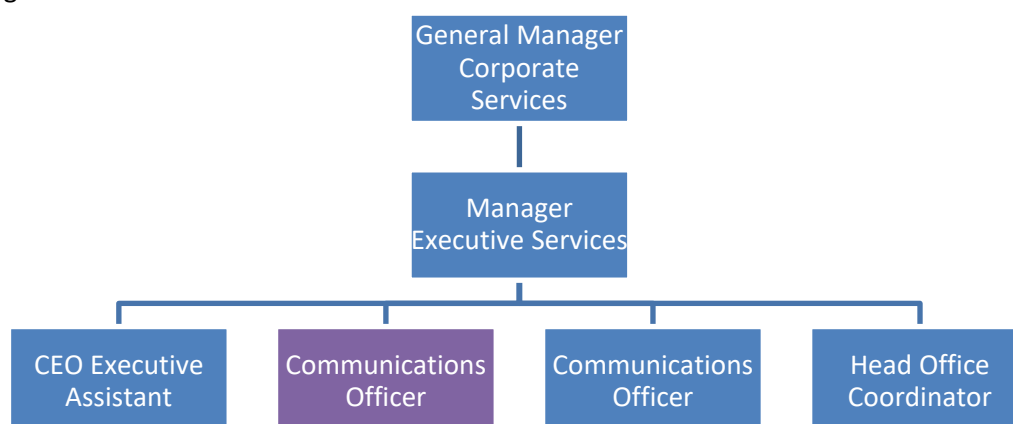
- Working with the team to develop and implement the EEY communications strategy
- Developing and defining key messages
- Developing online content for digital platforms and social media
- Supporting the development of collateral

## Scope & Dimensions:

Budgets: Nil

Number of staff: Nil

Reporting lines:



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## Key Responsibilities

Key Responsibility
<p><b><u>Communications strategy and policy</u></b></p> <ul style="list-style-type: none"><li>• Contribute to the development of an internal and external communications strategy and annual work plan to ensure the agency can effectively communicate with clients, staff, Board members, supporters and key target audiences</li><li>• Review and analyse communications channels including email, an intranet, website and other digital strategies such as social media</li><li>• Contribute to the development of relevant communications systems, policies and procedures.</li></ul>
<p><b><u>Internal Communications</u></b></p> <ul style="list-style-type: none"><li>• Develop internal communications and strategies to engage and inform staff</li><li>• Drive and facilitate improved internal communications by supporting the development and maintenance of an intranet, regular staff e-news and other internal communications platforms and initiatives such as staff events and all staff meeting days.</li></ul>
<p><b><u>External Communications</u></b></p> <p><b>School's In For Refugees Website</b></p> <ul style="list-style-type: none"><li>• Manage, administer, monitor and continuously develop the website and ensure information is accurate, accessible, up to date, relevant and consistent</li><li>• Write and develop content, update news, draft and publish statements for the website</li><li>• Work with the Communications and EEY Teams to present the website in an appealing and accessible way</li><li>• Leverage the website to be an effective and relevant external communications tool</li><li>• Develop policy &amp; protocols to ensure the secure and effective operation of the site.</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>• Manage, administer, monitor and continuously develop social media content and platforms to ensure VFST is represented and present in social media</li><li>• Leverage social media to further the aims of EEY objectives and ensure a strong digital story telling presence</li></ul> <p><b>Corporate collateral and resource development</b></p> <ul style="list-style-type: none"><li>• Assist in the development and production of VFST &amp; EEY resources and publications both digital and hard copy such as the Annual Report, brochures, flyers and other resources</li><li>• Coordinate video and photographic still production projects across the organisation</li><li>• Provide design advice and input including contracting design briefs where required</li><li>• Liaise with external providers to ensure the production of high quality digital and hard copy publications and resources</li><li>• Maintain the quality and consistency of internally produced and externally used resources across the organisation.</li></ul>
<p><b><u>Brand Image</u></b></p> <ul style="list-style-type: none"><li>• Oversee the use of the VFST logo and corporate image productions to ensure consistency with the VFST brand.</li><li>• Develop and internally promote the VFST style guide to ensure consistency in internal and external communications and promotional materials produced</li></ul>

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<ul style="list-style-type: none"><li>Oversee the use of visual images, including creation and management of a stock and photographic image library system</li></ul>
<b><u>Relationship Building</u></b> <ul style="list-style-type: none"><li>Establish and maintain positive professional relationships with key internal and external stakeholders.</li><li>Actively participate in regular Communications Team meetings, and EEE team meetings as required</li></ul>
<b><u>General Administration</u></b> <ul style="list-style-type: none"><li>Maintain effective systems of recording and disseminating relevant information in accordance with VFST process and procedures.</li><li>Maintain accurate and up to date records and fulfil data requirements</li><li>Participate in relevant team and agency meetings</li><li>Develop and contribute to reports as required</li><li>Contribute to advocacy opportunities relevant to other operational areas of VFST.</li></ul>
<b><u>Health &amp; Safety</u></b> <p>Actively contribute to health and safety at VFST by being aware of safety policies and procedures and consciously applying these every day to ensure the health and safety of our workplace.</p>
<b><u>Child and family safety</u></b> <p>Actively contribute to upholding Child Safe Standards and measures to combat family violence by being aware of applicable policies and procedures and applying these when relevant.</p>

## Personal Qualities

The Communications Officer should be a collaborative and highly organised individual with a strong ability to multitask and have a professional and friendly manner. The role requires a capacity to work both at a high strategic level and an administrative level. Attention to detail and the ability to work autonomously, whilst collaborating and consulting within a team environment is required. The Communications Officer will be an effective communicator with the ability to work effectively and creatively to produce resources that meet the needs of a diverse range of internal and external stakeholders.

## Selection Criteria

### Qualifications:

An appropriate tertiary qualification (for example – Communications, Public Relations, Professional Writing, Journalism or a related field preferred but not essential).

### Experience/Knowledge/Skills

- Excellent communication skills in both writing and design
- Experience in a similar communications role is essential - demonstrated capacity to write and produce content and visuals with the tone and voice appropriate to the organisation's voice and audience
- Advanced skills in website content platforms including WordPress



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- Advanced skills in social media platforms including Facebook, Twitter, Instagram and LinkedIn
- Ability to design, create, coordinate and produce a variety of electronic and hard copy resources using relevant software such as Adobe InDesign
- Highly developed interpersonal and teamwork skills
- Ability to work collaboratively with internal and external stakeholders
- Excellent organisational and project management skills
- Well-developed analytical and problem-solving skills
- Advanced computer skills in Word, Adobe suite, PowerPoint, Excel, Outlook and other platforms such as MailChimp, Campaign Monitor, Eventbrite etc.
- Understanding of the Copyright Act, licenses and permissions procedures
- Understanding of citation, reference and acknowledgment
- Understanding of the work carried out by VFST and its positioning in refugee and other service sectors.

## Conditions of employment

- VFST promotes the safety and well-being of children
- A satisfactory police check, WWCC will be required of the successful applicant
- The position is in accordance with the Victorian Foundation for the Survivors of Torture Enterprise Agreement
- This position will require some travel between sites therefore the successful applicant must hold a current drivers licence
- The right to live and work in Australia

## Approval and Acknowledgement

<b>Date PD last reviewed:</b>	28 November 2019
<b>PD Approved by:</b>	Acting General Manager Corporate Services
<b>Date of approval:</b>	15 July 2021