

POSITION DESCRIPTION

Digital Communications Officer

Program:	Business Development
Reports to:	Communications and Advocacy Manager
Supervises:	Nil
Date of Last Review:	July 2022
Classification:	Social and Community Employee Level 4 Sacred Heart Mission Enterprise Agreement 2018
Victorian Portable Long Service Benefits Scheme	This role has been deemed eligible to participate in Scheme

PROGRAM INFORMATION

Sacred Heart Mission is made up of four Divisions: Client Services, People and Strategy, Business Development and Business Services. The Communication and Advocacy team operates within the Business Development Division and is responsible for the development and delivery of the organisation's communication and brand strategy as well as the Advocacy and Policy Strategy.

The Communication and Advocacy team manages all internal and external communications, including: media, all digital platforms including Sacred Heart Mission's website, all social media accounts, all newsletters and storytelling, op shop marketing, the annual report and other published collateral.

The Communication and Advocacy team is responsible for maintaining the integrity of Sacred Heart Mission's brand. The team also holds responsibility for ensuring the organisation advocates publicly on issues identified as relevant to the organisation.

PURPOSE OF THE POSITION

The role will be responsible for proactively executing the team's digital strategy to engage audiences more deeply with the work of the Mission.

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KEY RESPONSIBILITIES

Accountability	Major Activities
Digital Management	<ul style="list-style-type: none"> ▪ Ensure website content is up to date and proactively manage any page functionality updates or needs ▪ Manage search engine optimisation (SEO), improving performance in core search terms ▪ Coordinate SHM's Google Ad grant; implementing, testing and optimising ads ▪ Implement the video strategy across SHM's digital channels, including filming and editing for social media and the website. ▪ Develop strategies to engage with and grow the Mission's online supporter base ▪ Manage and promote Sacred Heart Mission's internal social media platform, Workplace ▪ Design and coordinate photography, infographics and create concepts using tools such as Photoshop, Adobe Illustrator and/or Canva
Social Media	<ul style="list-style-type: none"> ▪ Execute the social media strategy ▪ Create and manage all content for social media channels; including copy, photos, graphics and video, in consultation with the Communication and Advocacy Manager. ▪ Manage paid advertising campaigns across social media ▪ Coordinate the social media editorial calendar ▪ Ensure proactive and timely responses are provided to online comments and questions
Email Marketing	<ul style="list-style-type: none"> ▪ Oversee the design and set up of email campaigns via Mailchimp; including for newsletters, events, and other supporter communications ▪ Ensure automated email series are updated regularly ▪ Manage and maintain audience lists and segmentations
Brand Management	<ul style="list-style-type: none"> ▪ Be innovative in growing and developing opportunities to promote the Mission's brand online ▪ Monitor online media for issues of importance to the Mission ▪ Undertake other communication tasks as assigned by the Communication and Advocacy Manager

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Reporting	<ul style="list-style-type: none"> Support Communication and Advocacy Manager in preparing internal reports against KPIs as required Measure, analyse and report on digital performance and trends
Professional Development	<ul style="list-style-type: none"> Attend and participate in regular supervision sessions Undertake all mandatory and core training in a timely manner Participate in annual professional development and review (PDR) process and take responsibility for own training and development plan in collaboration with direct supervisor.
Health & Safety	SHM staff are responsible for taking reasonable care of their own health and safety and others in the workplace and are required to comply with relevant policies, procedures, and instructions
RISK	All SHM staff are responsible for considering, identifying and addressing risk in accordance with the responsibilities of their position.
CQI (Continuous Quality Improvement)	All SHM staff are encouraged to identify quality improvement opportunities and are responsible for implementing and monitoring CQI initiatives in accordance with the responsibilities of their position.
TIC (Trauma Informed Care)	All SHM staff are responsible for engaging in learning and development to integrate their understanding of and responsiveness to the impact of trauma within their work.

MANDATORY REQUIREMENTS

- A current Criminal Records Check
- Current COVID-19 vaccination certificate

QUALIFICATIONS

Essential

- Substantial digital communication experience
- Relevant experience creating social media content for a brand or organisation
- Experience managing a CMS (WordPress is desirable but not essential)
- Competency in either Photoshop, Illustrator or Canva

Desirable

- Tertiary qualifications in digital marketing, communications, public relations or similar field
- Experience in SEO

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- Experience with Google ads
- Experience using Mailchimp
- Video editing skills
- Knowledge and interest in the not-for-profit sector is highly regarded

KEY SELECTION CRITERIA

- Proven experience in digital marketing and social media
- Excellent communication skills, both verbal and written
- A high level of interpersonal skills, with a demonstrated capacity to work collaboratively with others, as well as initiative and effective personal judgement when working alone
- Strong alignment with the values of Sacred Heart Mission

VISION, MISSION AND VALUES

Our vision is of an inclusive, fair, and compassionate community, which enables people to overcome disadvantage and realise their full potential. Our mission is to build people’s capacity to participate more fully in community life, by addressing the underlying causes of deep, persistent disadvantage and social exclusion. Our Values are:

- **Welcome** – we welcome and actively engage people in order to build relationships based on respect and trust.
- **Community** - we enable people to feel supported by and connected to the broader community.
- **Challenge** - we challenge the unjust social and economic structures that cause disadvantage, social exclusion, and homelessness.
- **Accountability** - we measure the impact of our work so that we can develop the evidence to address deep, persistent disadvantage and social exclusion.
- **Innovation** - we ensure that our services remain contemporary, creative, responsive, and effective.

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