

Position Description | Communications Officer

Department	All programs	Award	Social, Community, Home Care and Disability Services Industry Award [MA000100]
Reports to	Stakeholder Engagement and Grants Coordinator	Direct Reports	Nil
Type of Employment	0.6 FTE	Classification	Level 5

Position Overview and Objectives

The **Communications Officer** is responsible for developing and implementing effective communication strategies to enhance the organisation's public image and engage with various stakeholders. This role will create content for various platforms, manage media relations, and ensure consistent messaging that aligns with the organisation's goals and values.

ERCWA Vision, Mission & Values

All ERCWA positions have a common foundation which focuses on delivering our services with the highest of standards in accordance with the ERCWA vision, mission, and values. These will form the basic requirements of each of the ERCWA roles.

Our Vision

Inspired by Edmund Rice, our vision is to enable people to feel included, be active participants and make a positive contribution to society.

Our Mission

We seek to empower the people whose lives we touch through education and development of community, with a special focus on youth leadership.

Our Values

Diversity We welcome, respect and value each person regardless of ethnicity, creed, sexuality, gender, or ability and foster harmonious relations between groups.

Dignity We acknowledge the dignity of each person by acting with compassion, respect, and sensitivity, thus fostering a sense of self-worth.

Safety We create a safe place for all who engage with us.

Empowerment We enable social change through individual empowerment and community development.

Core Objectives

The core objectives of the **Communications Officer** include:

1. **Communication Strategy Development**
2. **Content Creation**
3. **Media Relations**
4. **Internal Communications**
5. **Social Media Management**
6. **Evaluation and Reporting**

Position Responsibilities

1. Communication Strategy Development

- a. Create and implement comprehensive communication plans aligned with the organisation's objectives.
- b. Conduct research to understand the target audience and tailor messages accordingly.

- c. Review and manage a marketing and communications strategy to support the delivery of organisational strategy and messaging to key stakeholders.

2. Content Creation:

- a. Write, edit, and produce various communication materials, including press releases, newsletters, articles, social media posts, and website content.
- b. Collaborate with internal teams to gather information and insights for content creation.
- c. Coordinate the development, distribution, and maintenance of all print and electronic collateral.
- d. Guide other team members to deliver engaging and high-quality communication materials.

3. Media Relations:

- a. Coordinate press releases and manage inquiries from the media.
- b. Manage positive relationships with relevant media stakeholders.

4. Internal Communications:

- a. Develop and implement strategies for effective internal communications to engage employees and keep them informed.

5. Social Media Management:

- a. Manage the organisation's social media accounts, ensuring consistent branding and messaging.
- b. Analyse social media metrics and enhance digital engagement strategies.

6. Evaluation and Reporting:

- a. Provide regular reports on communication activities and outcomes to management.

Key Working Relationships

The **Communication Officer** will build relationships with the following:

- Community leaders and groups
- Media contacts
- Government Agencies
- Funders and potential donors
- ERCWA team

Knowledge, Skills, Work Experience & Qualifications

Knowledge	<ul style="list-style-type: none"> • Ability to develop and implement communication plans aligned with organisational goals. • Knowledge of audience segmentation and targeted communication strategies. • Understanding of public relations principles and tactics. • Knowledge of how to manage an organisation's public image.
Skills	<ul style="list-style-type: none"> • Strong writing, editing, and verbal communication skills. • Familiarity with digital marketing and social media platforms. • Ability to manage multiple projects and work under tight deadlines. • Excellent organisational and interpersonal skills. • Knowledge of graphic design and video editing software is a plus.
Experience	<ul style="list-style-type: none"> • 3+ years' experience in a similar role. • Proven experience in communications, public relations, or a relevant field.
Qualifications/Requirements	<ul style="list-style-type: none"> • Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or a related field or suitable experience. • Current WA Driver's Licence.

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| | <ul style="list-style-type: none">• National Police Clearance.• Australian Working Rights. |
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