

Communications and Advocacy Coordinator

What we do

waysss deliver funded services and programs for family violence and homelessness and are the largest provider of housing and in the Southeast Region including the local government areas of Greater Dandenong, Frankston, Casey and Cardinia.

We are committed to:



Our values

We are:



Why we exist

Our purpose is to provide safe housing and support options for the people in our community experiencing family violence, housing insecurity and homelessness.

Our vision is that people we support have a safe home and freedom from discrimination and violence.

The role

The Communications and Advocacy Coordinator plays a central role in strengthening wayss' voice, influence and brand. The position is responsible for delivering high-quality internal and external communications, managing digital and social media channels, and supporting advocacy through the development of position statements, policy briefs, submissions and campaign materials.

The role works closely with the Chief Executive Officer and across the organisation to translate complex service, policy and lived experience insights into clear, compelling communications that influence public understanding, policy development and stakeholder engagement.

Key Responsibilities

Communications (Internal and External)

- Plan, develop and deliver engaging content across wayss' communication channels, including website, social media, EDMs, reports and internal communications.
- Manage and maintain organisational social media channels (including Facebook and LinkedIn), including content calendars, copywriting and basic visual assets.
- Draft, edit and proofread a wide range of materials such as newsletters, media releases, case studies, speeches, annual reporting content and promotional collateral.
- Coordinate internal communications to support organisational alignment, staff engagement and change initiatives.
- Ensure communications are accessible, inclusive, trauma-informed and aligned with wayss' values and brand.

Advocacy, Policy and Positioning

- Research, draft and coordinate high-quality policy briefs, position statements, submissions and advocacy papers aligned with wayss' strategic priorities.
- Support organisational advocacy activity and campaigns, including development of key messages and stakeholder-facing materials.
- Translate service delivery data, sector intelligence and lived experience insights into clear policy and advocacy narratives.
- Assist in monitoring relevant policy, legislative and sector developments to inform wayss' advocacy activity.
- Work collaboratively with the Chief Executive Officer and senior staff to maintain consistency between service evidence, advocacy positions and public communications.

POSITION DESCRIPTION

Digital and Content Management

- Update and maintain website content, ensuring accuracy, relevance and accessibility.
- Coordinate content for EDMs and newsletters for external stakeholders and internal audiences.
- Monitor and evaluate communications performance (e.g. social media engagement and website analytics) and provide insights to improve reach and effectiveness.

Stakeholder and Media Support

- Provide communications and content support for partnerships, coalitions and sector initiatives.
- Assist with preparation for media engagement, including key messages, talking points and background briefings.
- Support coordination of campaigns, events and public engagement activities as required.
- Assist in the maintenance of critical relationships with policy makers, funders and donors.

Other Responsibilities

- Contribute to continuous improvement of communications and advocacy processes.
- Uphold wayss' policies, procedures and values, including confidentiality and workplace health and safety obligations.
- Undertake other reasonable duties consistent with the role as directed by the Chief Executive Officer.

Key Selection Criteria

You will have:

- Tertiary qualification in Communications, Journalism, Public Policy, Social Sciences, Media or a related discipline, or equivalent professional experience.
- Demonstrated experience in communications roles, including digital content and social media management.
- Strong written communication skills with the ability to tailor messages for diverse audiences, including public, government and sector stakeholders.
- Experience researching and drafting policy-related materials such as briefs, submissions or advocacy documents.
- Ability to manage multiple priorities, deadlines and stakeholders in a fast-paced environment.

POSITION DESCRIPTION

- Demonstrated understanding of social justice, community services and/or advocacy contexts.

Desirable

- Experience working in the community services, housing, homelessness or family violence sectors.
- Basic design capability (e.g. Canva or Adobe InDesign/Illustrator).
- Experience using content management systems and email marketing platforms.
- Familiarity with monitoring media, policy or government processes.

This role requires a current Driver's License and valid Employment' category - Working with Children Check. The candidate will need to have successfully completed wayss' pre-employment screening and a police check.

What is important to wayss must be important to you

- At wayss, we embrace a culture of diversity and inclusion within our workforce and approach to service delivery. We are responsive to the needs of Aboriginal and Torres Strait Islander people, people from LGBTIQ and culturally and linguistically diverse communities, people living with a disability and people of all ages. wayss is proud to be Rainbow Tick Accredited and welcomes everyone across the LGBTIQ community.
- We encourage people with lived experience to apply for roles at wayss.
- wayss is committed to being a child safe organisation. wayss has a zero tolerance of any abuse or maltreatment of children and young people. Every person who is part of the organisation must treat the rights, interests and safety of children and young people as paramount.
- wayss values the voices of our clients. We recognise that we deliver higher quality and safer services when we hear from people with lived experience. We are committed to providing opportunities for clients to participate and provide feedback on our service design and delivery.
- wayss aligns with the MARAM framework and ensures our services are effectively identifying, assessing and managing family violence risk.
- wayss is committed to the health, safety, and wellbeing of its staff. wayss and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy, and trade practice.



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wayss.org.au