

Position Description

Role	Communications Coordinator
Reporting to	Chief Executive Officer
Direct reports	None
Collaborates with	Policy & Advocacy Lead Engagement & Capacity Building Lead
Employment Status	Part-time – 23 hours per week, 2-year contract with possibility of extension for a further 2 years
Location	Darlinghurst, Sydney
Award Classification	Level 5 – Social, Community, Home Care & Disability Services Award 2010

About LCSA

The Local Community Services Association (LCSA) is the peak body for Neighbourhood and Community Centres (NCCs) and community development across New South Wales. LCSA’s members are locally based, community embedded organisations that provide essential support services, inclusive programs, and safe spaces for connection in communities across the state.

With a strong foundation in place-based community development, LCSA’s network supports thousands of people each week – addressing social isolation, strengthening families, empowering communities, and building local resilience.

LCSA works to ensure that NCCs are recognised, respected, and resourced as vital infrastructure in the social fabric of NSW. Through advocacy, sector development, and strong partnerships, LCSA supports its members to thrive and amplify their collective voice.

Role Purpose

This role supports the Chief Executive Officer (CEO) with overall organisational messaging, media relations and communication channels to drive external awareness of and engagement with LCSA’s work. The Communications Coordinator is responsible for content creation, digital management and broad communications support to the team.

Success measures for this role include:

- Performance and growth of communications channels
- Level of engagement with LCSA online presence including website and social media
- Quality of communication artefacts
- On-schedule delivery of communications priorities
- Contribution to team culture and dynamics.

Targets to the above success measures may be set on a periodic basis.

Key Accountabilities & Main Activities

Communications

- Work with the CEO to develop a communications strategy to raise awareness and understanding of LCSA's work and take carriage of its implementation on an annual basis
- Create fit-for-purpose communications content in collaboration with internal stakeholders across all channels including written, visual and digital content
- Support the CEO in proactive and reactive media engagement to position LCSA in the public domain
- Monitor and report on media coverage and public discourse to assist in positioning LCSA's work
- Manage all LCSA's communications channels including email, website and social media
- Monitor communications performance and insights to inform planning, prioritisation and continuous improvement
- Manage LCSA's brand to drive consistency, connection with key audiences, messaging clarity and organisational recognition
- Maintain and update LCSA websites with regular and relevant content and features
- Maintain current and accessible records for all LCSA's communications assets
- Develop and implement communications policies, procedures and workflows
- Contribute to the development and maintenance of LCSA's membership database

Campaign, Advocacy & Capacity Building Support

- Provide communication support to internal stakeholders on advocacy initiatives, campaign work, member engagement and capacity building work
- In collaboration with internal stakeholders, promote LCSA activities, projects, events, training, resources, news and policy positions to target groups

- Contribute to the development, production and distribution of LCSA resources and publications to members and stakeholders
- Provide support, as required, with the planning and coordination of LCSA projects and events

Organisational Participation

- Maintain a broad awareness of the sector, its needs and challenges and stay up-to-date with LCSA's work including capacity building, member engagement, advocacy and campaigns
- Provide regular reports to the CEO and communications work and activities
- Comply with LSCA's policies and procedures
- Participate in organisational development and planning initiatives
- Participate in performance development activities
- Take reasonable care for your own health and safety and that of others in the workplace by working in accordance with legislative requirements and policies and procedures
- Undertake other duties within the scope of this role as directed

Selection Criteria

Essential

- Tertiary qualifications in a relevant field (such as communications, marketing or public relations)
- Strong interest in social justice issues and community development
- Demonstrated experience in a similar, broad communications role
- Exceptional written communications, content production and storytelling skills with the ability to connect with different audiences across different platforms
- Strong interpersonal skills with the ability to engage with a range of stakeholders
- Ability to understand and synthesise complex concepts into engaging and meaningful artefacts for a range of audiences
- Excellent organisational skills to manage multiple deadlines and distribution streams
- Impeccable attention to detail
- A collaborative approach to teamwork and information sharing
- Demonstrated IT proficiency across a range of social media platforms, design applications, EDM applications and Microsoft Office

Desirable

- Understanding of the NSW community services sector, neighbourhood centres, peak body environments or member-based organisations
- Graphic design skills and experience
- Experience with website content management systems



Role Requirements

- National Police Check
- Working With Children Check