

Position Description

Position Title	Communications and Operations Officer
Department	Business Services Department
Mode of Employment/FTE	Part-time 0.8 FTE
Award/Agreement/ Classification	Neighbourhood Houses and Adult Community Education Centres (NHACE) Collective Agreement 2024 Schedule 3B (SCHADS) Level 3 to Level 4, dependant on qualifications and experience
Reports To	Manager People, Finance and Operations
Location	Broadmeadows and Meadow Heights

Banksia Gardens Community Services

Banksia Gardens Community Services (BGCS) is a vibrant community services organisation and registered charity operating in the northern suburbs of Melbourne. With a strong commitment to community development and action research principles, our programs focus mainly on education and training, young people, early childhood, environmental sustainability, diversity equity and inclusion, and community participation and advocacy.

Mission

Banksia Gardens Community Services will be a leader in education, training and community engagement programs in Hume City and the northern suburbs. Our services will provide opportunities, particularly for those experiencing disadvantage and poverty, that lead to further education and employment pathways, enhance well-being and transform lives. Banksia Gardens Community Services will also focus on social justice advocacy and give voice to those in our community who suffer injustice.

Principles

1. **Respect** – We genuinely acknowledge, respect and celebrate our diverse values, beliefs, efforts, ideas, abilities and backgrounds.
2. **Integrity** – We maintain high standards of integrity, ethics, honesty and conscientiousness by taking responsibility for our actions and behaviours.
3. **Radical Inclusion** – We create and advocate for systems that promote equity, resilience, agency and voice so our community is empowered to be its best.
4. **Gender Equity** – We apply rigorous intersectional lens across the breadth of our work to ensure leadership towards a safe and respectful community for people of all genders and identities.
5. **Sustainability and Circular Economy** – We apply a circular economy and green lens across the entire organisation to ensure we become leaders that contribute to a sustainable future for our community.
6. **Social Justice** – We embed human rights principles in our work and boldly communicate our stance on global and local issues that impact our community.
7. **Community Development** – We believe in a holistic community development approach grounded in principles of empowerment, social justice, radical inclusion, self-determination and collective action.

Position Scope and Summary

Reporting to the Manager People, Finance and Operations, the Communications and Operations Officer is responsible for delivering BGCS' communications, marketing and creative engagement activities, while contributing to the effective day-to-day administration and operations of the organisation.

The Business Services Department supports the services and activities of BGCS through a range of corporate services functions. As a member of the Business Services team, this position works collaboratively across the organisation to support program delivery, community engagement and organisational priorities.

The position has a dual focus, delivering organisation-wide communications and marketing functions while contributing to front-of-house, administration and operational support across BGCS sites. The role is responsible for developing and delivering communications content across digital and print channels, maintaining BGCS' brand and publications, supporting stakeholder engagement and events, and producing visual content that promotes BGCS' impact and community participation. The role works in partnership with the People and Operations Officer and Business Services team to ensure both communications priorities and day-to-day organisational operations are delivered effectively.

The position requires flexibility to meet BGCS and Business Services priorities. Primarily located at BGCS' headquarters in Broadmeadows, it also supports Business Services operations at our two neighbourhood houses located in Meadow Heights: Meadow Heights Community Centre and Kenley Court Neighbourhood House.

Key Accountabilities

1. **Communications and marketing:** Support the delivery of communications and marketing activities by developing engaging content, maintaining brand consistency, and contributing to internal and external communications that promote BGCS' priorities, programs, services and community engagement.
2. **Publications (print and digital):** Coordinate the production and maintenance of digital and print publications, including website content, social media platforms, reports and promotional materials, ensuring information is accurate, accessible, up to date and aligned with organisational requirements.
3. **Stakeholder engagement and event support:** Support positive engagement with community members, donors, funders, partners and stakeholders through effective communications, event promotion and coordination activities that strengthen participation, recognition, community connections and funding opportunities.
4. **Photography and videography:** Produce and maintain high-quality visual content that showcases BGCS' programs, services and community impact, supporting storytelling, audience engagement and organisational communications objectives.
5. **Business Services operations:** Work collectively with the People and Operations Officer to provide administrative, facilities and operational support to the Business Services team and wider organisation, directly contributing to the efficient day-to-day operations of BGCS' multiple sites.

Key Responsibility Areas

1. **Communications and marketing:**
 - Develop and deliver broad ranging marketing content across BGCS' communications channels (website, social media, newsletters) to support project and organisational strategies, in collaboration with project staff.
 - Develop a broad range of templates for staff and project use (Canva, Google Docs).
 - Deliver communications and brand induction training to new staff.
 - Review and evaluate BGCS marketing, events promotion and communication functions.

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- Support the development, implementation and review of BGCS internal and external communication plans, including a social enterprise communications plan, in conjunction with key staff.
- Ensure that all marketing content is produced with a consistent approach to BGCS' brand, tone of voice, values and audience engagement principles.
- Ensure all communications and marketing materials are inclusive and accessible, reflecting BGCS principles and supporting community engagement.

2. Publications (print and digital):

- Maintain and update BGCS' website content (Wordpress), ensuring relevancy and meeting funder/partner guideline requirements.
- Maintain BGCS and social enterprise social media platforms (Instagram, FaceBook, LinkedIn) and create engaging social media content to highlight BGCS' work in the Hume community, promote identified projects and events to community, philanthropy and levels of government to meet organisational priorities, in collaboration with key staff.
- Support the launch of BGCS' Intranet as an internal communications tool, in collaboration with the Business Services team and other key staff. Maintain and update the Intranet and its content.
- Design and produce BGCS' annual impact report, in conjunction with the Manager People, Finance and Operations.
- Produce marketing collateral such as presentations, brochures, posters, and building signage, and provide guidance and support to project staff in the production of communication materials (i.e. forms, flyers, presentations).
- Troubleshoot Wordpress and social media technical issues, in conjunction with IT Support.

3. Stakeholder engagement and event support:

- Develop and distribute donor thank you acknowledgements, creating further engagement opportunities.
- Contribute to the development and delivery of communication strategies for events.
- Provide communications, marketing and media support for major events, including the Annual General Meeting and NCESE Conference.
- Provide support to promote BGCS community events through various channels, reaching target audiences and maximising event attendance and engagement.

4. Photography and videography:

- Produce quality photography of BGCS activities and events, to be used in print and digital publications.
- Produce engaging video content of identified projects and activities, including liaising with project staff and participants, pre-planning content goals, leading the shoot, video editing and branding.
- Collaborate with the Volunteer Coordinator to introduce photography and videography volunteers and/or student placements to support operations.

5. Business Services operations:

- Support the People and Operations Officer in providing administration and facilities coordination functions, including:
 - Administration: reception and day-to-day administration; customer service including minor client support; visitor management; correspondence.
 - Facilities: maintain presentation and readiness of spaces; DFFH maintenance reporting and contractor coordination; liaise with service providers and contractors (i.e. Business ICT, locksmith); daily site lockup coordination.
 - Venue hire: function hire coordination; internal and external room booking coordination.
 - Financial: cash and eftpos processes; weekly banking activities.
 - Program and events: support Learn Local and program participant enrolments; provide event preparations support.

- Provide operational coverage during periods of leave, training, meetings and other organisational requirements, across three sites.
- Other Business Services activities as required.

Department and Organisational Context

BGCS has five operational departments. The Department of Business Services team supports the operations of the whole organisation through all corporate services functions and the direct support of staff and program delivery.

Department of Business Services is responsible for the following areas: financial services; human resources and staff wellbeing; governance; grants management; diversity, equity and inclusion; communications and marketing; Neighbourhood House and Learning Centre framework and programs; workplace health and safety; events management; and facilities and operations.

The Communications and Operations Officer works collaboratively with the following internal roles:

- Manager People, Finance and Operations
- People and Operations Officer
- Managers and project leads
- Social enterprise team leaders
- Meadow Heights Community Centre Coordinator
- Kenley Court Neighbourhood House Coordinator

The Communications and Operations Officer is a member of the following internal groups:

- Events Committee

Training and Professional Development

- The Communications and Operations Officer is required to attend relevant training in: BGCS core training modules, BGCS critical incident response, BGCS Gender on the Agenda, trauma informed practice, conflict resolution, and other internal training as required.

Accountability and Extent of Authority

- This position operates under the general guidance and supervision of the Manager People, Finance and Operations and in accordance with BGCS policies and Delegations of Authority.
- The Communications and Operations Officer will be required to make wide-ranging decisions and recommendations about operational matters and expenditure within the allocated project budget.
- For complex matters, guidance and advice will be available within the necessary time frame.

Key Selection Criteria

Qualifications

- Relevant tertiary qualifications in communications, journalism, marketing, or a related field, or extensive demonstrated experience delivering comparable outcomes in a community or not-for-profit setting.

Skills

- Demonstrated experience in website management (WordPress), social media coordination and marketing, with the ability to create engaging content tailored to diverse audiences.

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- Strong written communication skills, including content writing, editing and proofreading, with a high attention to detail.
- Proficiency in Canva and Adobe InDesign, with the ability to design professional and engaging digital and print communication materials.
- Demonstrated photography and/or videography production and editing skills. Professional development opportunities are available in this area.
- Well-developed stakeholder engagement and interpersonal skills, with the ability to build positive relationships and work collaboratively with staff, volunteers, participants and community stakeholders.
- Strong organisation, planning and time management skills, with the ability to manage competing priorities and meet deadlines.
- Proficiency in Microsoft Office and Google Workspace, with the ability to effectively manage information, reporting and collaboration.
- Demonstrated administration and customer service experience, or the ability and willingness to learn administrative, reception and operational support functions. Training and support will be provided.
- Flexible and adaptable, with a willingness to contribute across communications, administration and operational activities to support Business Services objectives.
- Proven capacity to work respectfully, non-judgementally and collaboratively with people from diverse cultural, linguistic and social backgrounds, demonstrating a strong commitment to inclusion and equity.

Desirable

- Bilingual or multilingual skills, particularly in languages relevant to the local community.

Principles

- Personal values and principles that align strongly with BGCS Principles of Respect, Integrity, Radical Inclusion, Gender Equity, Sustainability and Circular Economy, Social Justice and Community Development.

Compliance and Access

- Current Working with Children Check (mandatory).
- Current Police Check or willingness to undertake check (mandatory).
- Current, valid Australian driver's licence and access to a reliable, registered, and insured private vehicle for work purposes (desired).

Organisational Responsibility

Workplace Health and Safety and Risk Management

All staff have a responsibility to workplace health and safety at BGCS. Staff are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve WH&S.

General

- It is the responsibility of all staff to work within BGCS's Code of Conduct and represent BGCS as a professional and client-focused organisation and to promote its range of programs and services.
- Comply with and contribute to BGCS's policies, procedures and work instructions.
- Carry out all other reasonable duties as directed, consistent with BGCS's strategic direction.
- Attend staff meetings, relevant internal meetings, program planning and professional development sessions.
- Engage in ongoing professional development and quality improvement activities.
- Participate and actively engage in monthly supervision.
- Be conversant with computer systems and other technology relevant to the position.

Additional information

- Banksia Gardens Community Services (BGCS) is an Equal Opportunity Employer.
- BGCS is an organisation that values diversity, equity and inclusion. All staff are required to have and/or develop an understanding of inclusive practice principles as they relate to the following vulnerable community groups: Aboriginal and Torres Strait Islander peoples, LGBTIQASB+, people with disability, culturally and linguistically diverse, and people experiencing poverty.
- The successful incumbent will be required to undertake and maintain a National Criminal History Check (NCHC) and hold a current valid Working with Children Check (WWCC).
- BGCS is committed to promoting and protecting the interests and safety of children. BGCS has **zero** tolerance of child abuse. All staff working at BGCS are responsible for the care and protection of children, reporting information about child abuse, and adhering to Child Safety Standards.
- BGCS is committed to the promotion of gender equity and the prevention of gender-based violence.
- BGCS reserves the right to vary the location of the position according to its needs and the needs of its clients and any future changes to BGCS's area of operation.
- Salary sacrifice arrangements are available to all staff subject to BGCS's ongoing Fringe Benefits Tax exempt status as a registered charity.

Acknowledgement

I acknowledge that I have read, understood and agree to the accountabilities and responsibilities outlined in the Communications and Operations Officer Position Description. I understand that this Position Description should be read in conjunction with my Employment Agreement, relevant organisational policies and procedures, and I agree to comply with the terms and conditions within.

I confirm that I hold and will maintain the qualifications, skills, experience, licences and clearances required to perform the role, and that I will participate in required training and professional development to ensure I remain competent and compliant.

I understand that this Position Description may be reviewed and updated from time to time to reflect organisational priorities, operational requirements or changes to the role, following appropriate consultation.

Name: <i>(Please Print)</i>
Signature: <i>(Incumbent)</i>
Date: