

POSITION DESCRIPTION

COMMUNICATIONS COORDINATOR

Position Title:	Communications Coordinator	Department:	Operations
Reports To:	Director, Operations	Location:	Darlinghurst
Direct Reports:	None		

Position Purpose: The Communications Coordinator delivers NCOSS's day-to-day communications under the general direction of the Director, Operations, who leads the communications and events function. The role produces engaging, accessible content across the website, eNews, social media and publications; supports media activity, public recognition of the sector and the NCOSS Awards; and delivers the funder-committed communications outputs under the CSPP and CODA agreements. Through the 2027 NSW State Election campaign the role produces campaign communications within the approved narrative and authorisation requirements. The Coordinator exercises judgement within established policies and the NCOSS brand, escalates novel or sensitive matters to the Director, and works closely with the Policy and Advocacy team, the Events Officer, the CEO and external communications and media advisors.	Position Dimensions Classification: NCOSS Level 5 under the NCOSS Enterprise Agreement 2016; full-time and permanent Pay point, employment type and hours are confirmed in writing in the letter of appointment (EBA cl 8.2; Award cl 13.2). Delegation authority: Refer to the Delegations Policy. Budget: Nil — expenditure under the Delegations Policy. Funder-committed outputs: Fortnightly eNews and Post-Budget Breakfast communications (CSPP); publicity and acknowledgement approvals (CODA).
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Key Accountabilities	Key Activities
1. Internal and External Communications – Assist with the development of and implement NCOSS's communications strategy, enhancing the organisation's presence.	- Collaborate with the CEO, Directors and external consultants to create and implement a communications strategy that aligns with NCOSS's strategic priorities and increases NCOSS's profile and impact. - Craft engaging content for NCOSS's website, newsletters, social media, and reports (eg Annual Report) to communicate NCOSS's activities, advocacy efforts, and events. - Ensure consistency in messaging across all platforms, maintaining alignment with NCOSS's values and objectives.

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2. Social Media Management – Manage NCOSS’s social media presence, increasing engagement and promoting advocacy initiatives.	• Collaborate with external consultants to develop and implement a social media strategy to engage members and stakeholders across various platforms. • Create, curate, and post content that resonates with target audiences, while tracking analytics to assess impact and adapt strategies as necessary. • Monitor social media trends and conversations to ensure NCOSS remains relevant and responsive in the online space.
3. Website Management and Content Creation – Ensure NCOSS’s website is up-to-date, accessible, and user-friendly, supporting member engagement and advocacy.	• Work with NCOSS staff and external contractors to build and maintain dynamic and engaging website with a view to creating a one-stop-shop for information about the NSW social service sector. • Create and manage content for the website, ensuring accuracy, relevance, and alignment with NCOSS’s communications strategy. • Collaborate with external contractors during website updates and refreshes to enhance user experience. • Maintain the Jobs Board and Events Board and keep the donation page current as revenue-supporting features of the website.
4. Media and Public Recognition – Support NCOSS’s media activity and public recognition of the sector.	• Draft media releases, statements and talking points for approval by the CEO or a Director – the CEO is NCOSS’s principal spokesperson, and all media comment is approved before release. • Triage and log media enquiries, coordinating responses with the CEO, Directors and external media advisors. • Support the mechanism for gathering sector stories and case studies, with informed consent. • Support communications for the NCOSS Awards and the EVA program with the Events Officer.
5. Campaign and Funder Communications – Deliver campaign communications lawfully and meet funder communication commitments.	• Produce communications for the 2027 NSW State Election campaign within the approved campaign narrative and creative, as directed. • Apply the authorisation requirements of the Electoral Funding Act 2018 (NSW) to electoral material before publication, and keep records that support electoral expenditure reporting. • Deliver the Post-Budget Breakfast communications (a CSPP commitment) and apply funder acknowledgement requirements across all funding streams. • Obtain Reconstruction Authority pre-approval for CODA publicity and funding acknowledgements before release.

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6. Member Engagement and Advocacy Support – Collaborate with the Policy and Advocacy team to promote NCOSS’s advocacy work and engage members.	• Assist in developing communication materials that maximise the impact of NCOSS’s advocacy efforts, including reports, briefs, and member updates. • Support the CEO and the Management Team in delivering key advocacy messages and promoting events to members and stakeholders through targeted communications. • Coordinate the distribution of the fortnightly NCOSS eNews, including content creation, curating contributions from other teams, and using NCOSS’s CRM for distribution. The eNews is a CSPP funder commitment of approximately 26 editions a year.
7. Event Communications Support – Support NCOSS’s events by creating communication plans that enhance event visibility and participation.	• Promote key NCOSS events through digital channels, including social media, newsletters, and the website. • Collaborate with the team to develop marketing materials for events, ensuring alignment with NCOSS’s broader communications strategy. • Assist with the preparation and communication of NCOSS’s Annual Report, AGM and other major publications.
8. Publishing Standards and Safeguards – Publish accessibly, safely and lawfully.	• Produce accessible content, working to WCAG 2.2 AA as the standard for web and digital publications, with plain language throughout. • Use imagery consistent with NCOSS’s brand – authentic and empowering – and only with informed consent; publish images of children only with informed consent, in line with NCOSS’s child-safe policies. • Comply with copyright and licensing requirements in all published material. • Protect personal information in publishing and report any suspected privacy breach immediately.

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9. Organisational Alignment and Development – Contribute to NCOSS’s success and culture by aligning work with the organisation’s values, policies, and codes of conduct and proactively keep your skills and knowledge up to date.	• Uphold the NCOSS values of Solidarity, Courage, Connection, Integrity and Tenacity. • Maintain NCOSS’s Style Guide to drive a consistent look and feel to NCOSS’s publications and promote the NCOSS brand. • Create an NCOSS Language Style Guide to maximise the impact of NCOSS’s communications by using plain-English, conversational and accessible language. • Pursue continuous professional development to improve knowledge, skills, and experience to support NCOSS’s work. • Build and maintain strong working relationships with colleagues to promote collaboration and share resources and insights. • Take reasonable care for your own and others’ health and safety, and report hazards – including psychosocial hazards – through NCOSS’s WHS arrangements. • Plan out-of-hours event and campaign work in advance with the Director; the right to disconnect applies (Award clause 25A), and additional hours are compensated consistent with the EBA and the Award.

Qualifications and Experience
• Tertiary qualifications in communications, public relations, or a related field, or equivalent work experience. • At least three years’ work experience in communications roles. • Demonstrated experience in digital communications, including website content management and social media strategy. • Demonstrated experience in using content management systems (CMS), customer relationship management (CRM) platforms, and social media analytics tools. • Demonstrated ability to produce accessible content (WCAG-aware) is desirable. • Experience in the community services or not-for-profit sector is desirable.
Other Requirements
• A National Criminal Records Check is required for all employees; a Working With Children Check where the role involves child-related work.

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Competencies

Core Competencies

- **Commitment to Mission** – Demonstrates a commitment to NCOSS's vision of a fair, inclusive and resilient NSW where everyone is safe, respected, and able to thrive.
- **Ethical Integrity** – Acts with integrity and professionalism, ensuring transparency and fairness in all work activities.
- **Adaptability and Resilience** – Handles multiple tasks and shifting priorities with ease, maintaining effectiveness even in a fast-paced, high-pressure environment.

Functional Competencies

- **Technical Proficiency** – Demonstrates technical skills in digital communications, social media management, and content creation to enhance NCOSS's reach and impact.
- **Project Management** – Organises and manages communication initiatives, managing competing priorities to ensure deadlines are met and project objectives are achieved.
- **Problem Solving and Innovation** – Identifies opportunities to enhance communications processes, using creativity and innovation to improve engagement.

Interpersonal Competencies

- **Communication Skills** – Communicates effectively with internal and external stakeholders, verbally and in writing, tailoring messages to diverse audiences and ensuring clarity in all external communications.
- **Stakeholder Engagement** – Builds and maintains positive relationships with members, partners, and the broader community, ensuring NCOSS's messages resonate with key audiences.
- **Cultural Humility and Inclusivity** – Shows respect and understanding for diverse perspectives and ensures inclusive practices in all interactions. In particular, ensures communications are accessible and aim to be culturally appropriate.

Personal Effectiveness Competencies

- **Self-Management** – Manages time and resources efficiently, ensuring tasks are completed on time and to a high standard, even when managing multiple projects.
- **Learning and Development** – Seeks out opportunities to learn and improve, staying up to date with trends in communications and social media.

Performance Review and Variation

The Coordinator's objectives are set and assessed annually with the Director, Operations under the NCOSS performance framework, with a mid-year check-in. This position description is reviewed annually alongside that process and may be varied only by written agreement, consistent with EBA clauses 8.4–8.5.