

## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>DIRECTOR, COMMUNICATIONS &amp; MEDIA</b>
<b>OFFICE LOCATION:</b>	National Council Secretariate, Deakin West . There is a Working from Home policy
<b>REPORTS TO:</b>	Chief Executive Officer
<b>OTHER PROFESSIONAL RELATIONSHIPS:</b>	<ul style="list-style-type: none"> <li>• National President through the Chief Executive Officer</li> <li>• National Council Secretariate staff</li> <li>• State/Territory Chief Executive Officers</li> <li>• State/Territory Communication &amp; Media Advisers</li> <li>• National Council Standing Committees &amp; Advisory Committees</li> <li>• National Working Groups (including National Communication Network)</li> </ul>
<b>CONDITIONS OF EMPLOYMENT:</b>	Individual Employment Contract Six month probationary period
<b>HOURS OF WORK:</b>	FTE Some outside normal work hours activities are required. National Council Secretariate has a flexible in - office and work from home approach.
<b>SALARY</b>	In vicinity of \$140,000 plus 11% SGL. Salary packaging benefits available on completion of probationary period.

### OUR PURPOSE & VALUES

*The Society is concerned not only with alleviating need but also with identifying the unjust structures that cause it. (The Rule, Part I, Article 7.1)*

#### MISSION

The St Vincent de Paul Society is a Catholic lay organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

#### VISION

The Society aspires to be recognised as a caring lay Catholic charity offering a 'hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

### ST VINCENT DE PAUL SOCIETY NATIONAL COUNCIL OF AUSTRALIA INC.

The St Vincent de Paul Society has lent the hand of support to Australians experiencing disadvantage for almost 170 years. Almost 45,000 members and volunteers dedicate their time and talents to this important work in communities across the country.

As well as visiting individuals and families in their homes, the Society runs a range of programs to support people experiencing homelessness; family violence; mental illness; help for migrants and refugees; supported employment; addiction services; education and training; youth support services and Vinnies shops.

At the core of the Society's good work is a grassroots commitment to helping people break their own personal cycles of disadvantage. Our members and volunteers are on the ground, every day, acutely aware of the hardships that impact the social fabric of modern-day Australia.

## ABOUT THE POSITION

The primary role of the **Director, Communications and Media** is to position the St Vincent de Paul Society as a key voice on the issues outlined in the National Council's Strategic Plan.

This is a strategic position and as such works closely with the Chief Executive Officer to ensure the National Council has clear and transparent communication with all stakeholders.

## KEY BUSINESS DRIVERS

This position is directly responsible to the Chief Executive Officer, or their delegate, for the following KBDs and the achievement of Key Performance Indicators (which are outlined at Attachment 1).

1. Development, review & implementation of National Communications Strategy
2. Preparation of Media Releases and development of media relations
3. Co-ordination and presentation of media material on the shared website and the National Council's website pages
4. Management of stakeholder relations – which is a coordinated and shared responsibility with other members of the Secretariate (e.g. CEO, Director of Policy)
5. Communications media including Media Releases, speeches, transcripts, opinion pieces
6. Publications and resources
7. Media monitoring
8. Other duties as directed.

The **Director, Communications and Media** manages a small team covering the Society's website content management and the management of National Council's and the Society's social media

These KBDs and the associated KPIs cannot be delegated without the authority of the CEO or their delegate. Other duties may be required, as directed, commensurate with skills and abilities.

## OH&S RESPONSIBILITIES

National Council recognises its moral and legal responsibilities to provide a working environment for its employees, volunteers, contractors, visitors, the general public and those whom we serve (our companions and our residents), that is safe and healthy.

The Director Communications and Media is responsible for ensuring that the activities they perform are conducted in accordance with the Association's Occupational Health and Safety Management System and in a manner that minimises the risk of injury or ill health to all people affected by the activity. Where the risk of injury or ill health cannot be eliminated completely the **Director, Communications and Media** working with the Chief Executive Officer is to ensure that appropriate and effective controls are documented and implemented to reduce the risk as far as practicable.

**PROFESSIONAL DEVELOPMENT**

The National Council supports the ongoing professional and educational development of its employees.

The Chief Executive Officer will assist the employee identify professional development opportunities and there shall be a personal development plan that is reviewed and updated each year.

**SELECTION CRITERIA**

<b>ESSENTIAL</b>	<ul style="list-style-type: none"> <li>• Relevant degree.</li> <li>• A demonstrated capacity to network in a complex stakeholder environment in a strategic manner</li> <li>• Well-developed interpersonal and communication skills, both verbal and written, with personal skills of negotiation, adaptability, initiative and versatility with the ability to engage and influence a diverse range of stakeholders.</li> <li>• Understanding of the concept of confidentiality and respect for <i>in camera</i> conversations.</li> <li>• Demonstrated ability to meet deadlines in a high-volume environment.</li> <li>• Demonstrated capability to be self-directed in a high volume demand-driven environment with a 'can-do' attitude – you must be a colleague who initiates, progresses and completes strategic tasks.</li> <li>• Strong inter-personal and communication skills for building and maintaining relationships and identifying potential issues.</li> </ul>
<b>DESIRABLE</b>	<ul style="list-style-type: none"> <li>• Minimum five years' experience in a similar role or demonstrated aptitude to meet the criteria.</li> <li>• Strong understanding of corporate governance issues and the ability to apply these in a practical manner.</li> </ul>

**INHERENT PHYSICAL REQUIREMENTS OF THIS POSITION**

	Frequency		
	Often	Sometimes	Rarely
<b>Bending</b>			✓
<b>Computer based tasks</b>	✓		
<b>Driving</b>			✓
<b>Kneeling</b>			✓
<b>Lifting</b>			✓
<b>Sitting</b>	✓		
<b>Standing</b>		✓	
<b>Walking</b>		✓	

<b>CULTURAL FIT</b>	In addition to the selection criteria outlined above, the successful applicant must be able to demonstrate they are committed to the Society's Mission, Vision and Values and will bring a collegial and collaborative approach when working with the Society's workforce.
---------------------	--

<b>POSITION:</b>	Director, Communications & Media	<b>MANAGER:</b>	Chief Executive Officer
<b>PERIOD:</b>	<b>FTE</b>	<b>ASSESSMENT:</b>	Chief Executive Officer

## SAMPLE

Key Result Area	Performance Indicators	Agreed Assessment Criteria	Risk Managers' Assessment	CEO Assessment
<b>1. Communications Strategy</b>	1.1 Conduct an audit of current communications tools and strategies 1.2 Craft the communication and media strategy, including the identification of key messages, communications tools and audiences 1.3 Ongoing implementation and modification of the communications and media strategy	1.1 Complete audit within three months of commencement 1.2 Complete communications strategy within six months of commencement 1.3 As required		
<b>2. Media Relations</b>	2.1 Establish and maintain relationships with key journalists across a range of media outlets including mainstream media and Catholic communications 2.2 Monitor and provide advice on daily media coverage 2.3 Build and maintain media contact list	2.1 Contact key media and report to CEO. Aim for two a week. 2.2 Provide curated media clipping brief to CEO three days a week. Work with CEO to decide on relevant action. 2.3 Ongoing. First draft within three months of commencement.		
<b>3. Stakeholder relationships</b>	3.1 Develop and maintain relationships with key stakeholders, including state SVDP bodies, federal government, federal government bodies, other churches and church networks and key social services organisations	3.1 Identify key contacts. Identify key communications tools. Establish contact with key contacts.		

	3.2 Manage the organisation of public events such as Policy Forums and Report Launches.	3.2 Work with CEO and staff to establish calendar of events.  Work with support staff to ensure venue etc is booked.  Craft relevant material (media release, opinion piece, speeches)		
<b>4. Communications media</b>	4.1 Write media releases, speeches, opinion pieces	4.1 On needs basis. To promote the work of the national office and in response to emerging issues.		
<b>5. Publications and resources</b>	5.1 Take a lead role in the development of materials for publication, including editing  5.2 Provide plain language interpretations of complex and technical material  5.3 Develop a style guide  5.4 Lead production and distribution of SVDP communication materials which include regular e-newsletters, quarterly magazine, in consultation with National Publication Officer  5.5 Ongoing training and support where required	5.1 Edit and proof read all publications including: submissions, reports, magazine, etc  5.2 In consultation with the author, craft summaries of key national office publications. Provide briefs of relevant external publications to CEO in consultation with CEO.  5.3 Provide draft within three months of commencement.  5.4 In line with communication strategy, draft publication schedule, including themes/issues where appropriate  5.5 As required		
<b>6. Media Monitoring</b>	6.1 Monitor media on a daily basis and advise CEO of opportunities for engagement  6.2 Subscribe to relevant websites, organisations	6.1 Using Isentia account  6.2 Identify key search terms in consultation with CEO and relevant staff  6.3 Identify relevant websites in consultation with CEO and relevant staff		

	6.3	Provide transcripts of key interviews required. Other reporting as required	6.4	As needed in consultation with CEO.		
<b>7. Website</b>	7.1	Be part of the Secretariate team that provides advice on the redesign of the website	7.1	Monitor and report opportunities to CEO.		
	7.2	Be part of the Secretariate team that maintains content on the shared website and the National Council's website pages	7.3			

**POSITION DESCRIPTION & KPI ACKNOWLEDGEMENT**

I have read, understood and agree to comply with the above position description and KBDs.

**Employee  
Signature:**

**Date:**