



POSITION DESCRIPTION

POSITION TITLE:	NATIONAL COMMUNICATIONS OFFICER
OFFICE LOCATION:	National Council Secretariate, Deakin West.
REPORTS TO:	Director, National Communications and Media
OTHER PROFESSIONAL RELATIONSHIPS:	<ul style="list-style-type: none">• CEO through Director, National Communications and Media• National Director, Policy and Research
CONDITIONS OF EMPLOYMENT:	Individual Employment Contract Contract for 12 months, with possibility of ongoing position Superannuation at statutory rate
HOURS OF WORK:	Part time (0.6: 3 days a week) National Council Secretariate has a flexible in-office and work from home approach.
SALARY:	SCHADS Award Level 5 pay point 3 plus 11% SGL.

OUR PURPOSE AND 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 National Communications Officer leads the coordination, production and editing of national publications; and develops and implements communications plans and content to support National Council's activities, including media, website, social media and advocacy materials.

KEY BUSINESS DRIVERS

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

1. Providing high-quality editorial and writing services for the Society's national print and digital publications, including The Record, Good Works and the National Overview.
2. Developing, implementing and evaluating communications plans to support National Council initiatives, including national advocacy and engagement activities.
3. Sourcing, writing and editing content suitable for a range of communications channels including the Society's website (www.vinnies.org.au) and social media presences.
4. Developing media products, such as media releases, opinion pieces; and, under the direction of the Director, National Communications and Media, handling media enquiries and liaising with senior executives to produce media responses.
5. Building relationships with key internal stakeholders across the Society to tell the story of the Society and its members, respond to media enquiries and deliver key communications and engagement outputs.
6. Other duties as directed.

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 **National Communications Officer** 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, National 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.

In the role of National Communications Officer, professional development will be conducted as required and agreed with Director, National Communications and Media.

SELECTION CRITERIA

ESSENTIAL	<ul style="list-style-type: none"> • Demonstrable written communication skills, with experience creating published content for a range of outlets, including print and electronic publications, media engagement and advocacy. • Knowledge of editing and publication standards (including accessibility and copyright) and experience in editing and publishing projects. • Strong relationship management skills, including advising senior executives. • Bachelor's degree in communications, journalism, public relations or other relevant discipline, or substantial relevant experience.
DESIRABLE	<ul style="list-style-type: none"> • Experience in a similar role within a large or complex organisation. • Demonstrated organisational and project management skills and proven ability to project manage several simultaneous projects, prioritise a diverse workload, determine and manage project budgets, and ensure each project meets deadlines and quality standards. • Understanding the mission and values of the St Vincent de Paul Society and its work to support <i>A Fairer Australia</i>.

INHERENT PHYSICAL REQUIREMENTS OF THIS POSITION

	Frequency		
	Often	Sometimes	Rarely
Bending		✓	
Computer based tasks	✓		
Driving			✓
Kneeling			✓
Lifting			✓
Sitting	✓		
Standing		✓	
Walking	✓		

CULTURAL FIT	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.
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KEY PERFORMANCE OUTCOMES

POSITION:	National Communications Officer	MANAGER:	Director, National Communication and Media
PERIOD:	12 months+	ASSESSMENT:	Chief Executive Officer

#	KEY RESULT AREA	PERFORMANCE INDICATORS
1	Publications and Resources	<ol style="list-style-type: none"> Identify, research and develop stories for the Society's national print and digital publications - The Record, Good Works and the National Overview. Assist in planning and preparing the quarterly magazine The Record, including liaising with graphic designer on layout and

#	KEY RESULT AREA	PERFORMANCE INDICATORS
		<p>proofing, and coordinating distribution of the electronic and printed versions.</p> <p>3. Work with National Communications & Media Director to develop media releases and social media posts on the Society's advocacy engagement and general activities.</p> <p>4. Maintain an awareness of the public discourse in Australia regarding key social and political issues, and the involvement of key influencers such as charities and other not-for-profits.</p>
2	Media Liaison	Assist Director in handling media inquiries and ensuring prompt and suitable responses from Society spokesperson/s.
3	Website & Social Media	<p>1. Work closely with communications team (Director, Web and Social Media staff) to expand Society's social media presence and communicate the scope and importance of the Society's work to digitally focused audiences.</p> <p>2. Assist Social Media staff in monitoring traffic relating to the Society and relevant social issues more broadly.</p>
4	Media Monitoring	Monitor electronic news feed from external provider and distribute summary to National Council and recipient list.
5	Cultural Awareness	Develop an awareness of St Vincent de Paul Society's history and ethos, and its structure and activities across Australia.
6	Relationship Building	Build relationships with key internal stakeholders across the Society, especially communications and media staff in the states and territories, and membership structures, in order to tell the story of the Society.
7	Other duties as directed.	

POSITION DESCRIPTION & KPI ACKNOWLEDGEMENT

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

Employee Signature:

Date: