



# POSITION DESCRIPTION

<b>POSITION TITLE</b>	Communications Officer
<b>DIVISION</b>	Children, Youth & Inclusion
<b>DEPARTMENT</b>	HIPPY
<b>REPORTS TO</b>	Network Engagement Manager

## ORGANISATIONAL PURPOSE

Our vision at the Brotherhood of St Laurence (BSL) is for an Australia free of poverty. We pursue lasting change for a fairer and more compassionate Australia.

Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, business and other organisations to address poverty across the nation.

Our work is varied. We deliver services to build capability and confidence across the life course, from the early years, youth and employment, to services for people with disability and for older people in Australia. Our Op Shops and social enterprises are well known. So too are our programs that support digital literacy, energy efficiency and financial wellbeing. We research the causes and effects of poverty and connect policy, practice and research to advocate national, state and local policy solutions for people experiencing disadvantage.

The Brotherhood of St Laurence values diversity and inclusion with regards to its staff and the communities we serve. Our staff and volunteers come from diverse backgrounds, and we aim to create an inclusive working environment. BSL is committed to child, young people and vulnerable adult safety. We want all vulnerable people to be supported, respected, safe, happy and empowered. We are committed to the safety, participation, and empowerment of all our program participants.

## DEPARTMENT PURPOSE

Children, Youth and Inclusion is a diverse service delivery division in BSL. The division is typically made up of small to medium size operational activities aimed at providing services to children, families, young people, and adults. The CYI division operates in a flexible and agile way to lead change, to influence systems and respond to the external political and the service sector environment offering new practice, service design and policy solutions to influence lasting change. All programs in the division have a systemic change ambition beyond the service delivery.

HIPPY Australia through the National Office enables the delivery of the Home Interaction Program for Parents and Youngsters (HIPPY) in 100 sites across Australia. HIPPY Australia holds the licence with HIPPY International and a significant grant agreement with the Federal Government. The role of the National Office includes supporting over 60 local partners, including Aboriginal and Torres Strait Islander Community Controlled Organisations (ACCO), to deliver HIPPY with the level of fidelity required to ensure positive impacts and outcomes children and families involved in the program. HIPPY Australia has a focus on quality, risk management, learning and development, data and evidence building and marketing and communication.

## **POSITION PURPOSE**

The Communications Officer will develop, coordinate and implement communication to support HIPPY Australia's work and significantly contribute to the reputation and profile of the program. Communications have a predominantly external focus with information being directed to 100 program providers delivering local HIPPY programs across Australia as well as Government organisations and relevant peak bodies.

## **KEY RESPONSIBILITIES**

### **Employee management and accountability**

- work collaboratively within teams to achieve common goals
- demonstrate a commitment to the Brotherhood's quality framework and culture by participating in and promoting quality actions through continual improvement activities

### **General duties**

- Work with the Network Engagement Manager to develop, implement and maintain the communications strategy that will promote the work of the HIPPY Australia program and provide information to stakeholders, media and broader community.
- Research and write original communication content including but not limited to manuals and publications, digital content and responses, media releases, newsletters and briefing papers in accordance with strategic goals.
- Liaise directly with the HIPPY network for consent for website and material content including photos, videos, and other publication content.
- Undertake and/or manage editing, graphic design and publication of key internal and external HIPPY Australia documents including plans, guidelines, manuals, training, and promotional materials.
- Participate /manage one-off projects effectively and within agreed timeframes.
- Assist with measurement and evaluation of communications and community relations activities against strategic objectives.
- Work collaboratively to facilitate design, production, review and distribution of HIPPY curriculum and promotional material.
- Produce content for platforms including social media, website, and other media in accordance with strategic goals. Work with BSL and the HIPPY Australia provider network to identify, brief and support those people whose stories will illustrate HIPPY work.
- Support the provider network with any dealings with the media and ensure media policies are adhered to and maintained.
- In consultation with BSL Communications, engage relevant media.
- Support event production and coordinate presentations and speeches for meetings and conferences.

### **Internal communications**

- As part of the broader Network Engagement Strategy develop and implement an internal communication plan to ensure current and accurate information is available to staff and that staff are kept up to date with developments and changes as directed.

### **Measurement and systems**

- Build knowledge and document processes and procedures of communication tools and knowledge

sharing platforms to support delivery of communication and platform maintenance including but not limited to; social media accounts, website and campaign monitor.

- Manage a photo library including photo permissions and release forms in accordance with Privacy Principles
- Create and maintain HIPPY Communications calendar in conjunction with Stakeholders.
- Create and implement communications reporting measures and review process.

### **Multiskilling**

- The HIPPY Australia Communications Officer the incumbent may be directed to carry out such duties as are within the level of the position and scope of the incumbent's competence and training as directed by the manager.

### **SCOPE OF RESPONSIBILITY**

**Direct Reports** Nil

### **ORGANISATIONAL RELATIONSHIPS**

Internal Stakeholders Community, Youth & Inclusion, BSL Shared Services

External Stakeholders Department of Social Services, HIPPY Provider Networks, Not for Profit Organisations operating in the child and family sector Early Childhood delivering partners

### **KEY SELECTION CRITERIA**

#### **Career Experience:**

- Demonstrated successful experience in developing and implementing stakeholder, community engagement and/or media plans and media relationships
- Highly developed writing and editing skills across traditional and digital media with the ability to develop information from different sources then write and edit for a range of products for different audiences to a high standard.
- Experience in project management, OH&S, stakeholder management and customer experience
- Strong interpersonal and negotiation skills with the ability to establish and maintain relationships with BSL and HIPPY staff, HIPPY program providers, community members and partner organisations, other stakeholders and with people from diverse backgrounds.
- Demonstrated experience developing and presenting information to a range of external audiences, and ability to represent the organisation in external meetings.
- Experience and knowledge in communication production including simple English translation, visual enhancements, culturally appropriate and diverse for a range of audiences
- Demonstrated ability to respond effectively to challenges to resolve problems and proactively manage risks
- Demonstrated ability to work independently and as an effective team member.
- Demonstrated ability to be proactive and be a self-starting with a view to achieve goals.
- Demonstrated ability to identify and resolve problems and make appropriate recommendations and take ownership and responsibility for decisions.
- Experience in applying Indigenous perspectives and principles of cultural engagement to a wide range of communication materials.

**Personal Qualities:**

- Excellent organisational and time-management skills and an ability to prioritise, adapt to changing priorities and meet deadlines.
- A commitment to maintaining and supporting child safety, equity, inclusion and cultural safety.
- Understanding of and empathy with the values and ideals of the Brotherhood of St Laurence

**Qualifications/other:**

- Relevant degree qualification in public relations, communication or relevant discipline and/or relevant work experience in those fields
- Understanding of and empathy with the values and ideals of BSL
- Current driver's license.

**MANDATORY EMPLOYMENT CRITERIA**

- Specific work requirements work based travel and attendance at a variety of different work locations
- Proof of eligibility to work in Australia is required
- A satisfactory Police Check is required. - BSL will support successful candidates in this process
- A Working with Children Check is required for this position. - BSL will support successful candidates in this process

The description of the position is a guide to the duties of the professional activities needed to undertake the position successfully. A review of the position description may occur and may be amended from time to time

