



McAuley Community Services for Women

A ministry of the Sisters of Mercy

Position:	Communications Officer
EFT:	Full time Flexible hours required to facilitate presentations to key stakeholders.
Reports to:	Head of Fundraising and Communications
Role Purpose:	The Communications Officer is responsible for developing creative and engaging communications promoting the work of McAuley Community Services for Women (McAuley) to internal and external stakeholders and audiences; raise awareness of the issues of family violence and homelessness especially in relation to women and their children; develop promotional materials as needed; increase social media presence; and develop advocacy/community awareness campaigns.
Internal Relationships:	The Communications Officer will be required to develop strong relationships across the organisation and work collaboratively with all teams and volunteers.
External Relationships:	The Communications Officer will be required to develop and maintain positive and effective working relationships with a broad range of people and organisations both within and outside the community sector. Participate in sector communications forums/working groups. Develop and maintain relationships with relevant staff at the Institute of Sisters of Mercy Australia and PNG as well as Mercy organisations. You must positively represent the organisation to the public, community groups, businesses, government, parishes and other organisations.
Remuneration:	Salary to be negotiated commensurate with experience. Salary packaging and pool car available. SCHADS 4
Location Base:	18 Robertson Street Kensington – regular travel to other sites will be required.

ORGANSIATIONAL OVERVIEW	
Service	<p>McAuley Community Services for Women, is a ministry of the Institute of Sisters of Mercy of Australia and Papua New Guinea:</p> <ul style="list-style-type: none"> • Family Violence (McAuley Care Program): A 24-hour safe house and children's program providing accommodation and support for women and their children who have experienced family violence, established in 1988. • Homelessness (McAuley House Program): A medium term community accommodation for women who have experienced homelessness and mental illness, established in 1986. • Employment (McAuley Works Program): An innovative program designed to assist women to re-enter/enter the workforce after experiencing homelessness and/or family violence.
Mission	<p>McAuley Community Services for Women is a ministry of the Institute of Sisters of Mercy of Australia and Papua New Guinea, impelled by the Gospel of Jesus Christ and enriched by the spirituality of Catherine McAuley, the founder of the Sisters of Mercy.</p> <p>Our mission is to provide accommodation, services, advocacy and support for homeless women, and women and their accompanying children, who experience family violence.</p>
Vision	<p>Through our service, McAuley Community Services for Women is committed to advocate for a better, safer and just society.</p>
Values	<p>McAuley Community Services for Women is committed to:</p> <ul style="list-style-type: none"> • hospitality • compassion • justice • community <p>In our daily encounters we offer women the opportunity for empowerment in their lives.</p>

CORE COMPETENCIES	EXPECTATIONS
1. Seeing the Big Picture	1.1 Understands how own role supports organisational vision, values and goals 1.2 Knowledge of full range of McAuley Services and Programs 1.3 Knowledge of homelessness and family violence sector 1.4 Participates in Continuous Improvement for sustainable outcomes
2. Client Focus	2.1 Contributes to continuity of care 2.2 Provides high quality integrated services and programs 2.3 Co-operates with others across and outside the organisation 2.4 Ensures compliance through policies and procedures to minimise risk
3. Engaging People	3.1 Communicates with clarity, conviction and respect 3.2 Contributes to integrative teamwork and/or Leadership 3.3 Values input and contribution from others 3.4 Builds strong networks and collaborative partnerships
4. Reflective Practice	4.1 Effectively manages self and priorities to carry out assigned work safely 4.2 Participates in regular supervision and team meetings using a strengths based approach 4.3 Reflects on own strengths and areas for development 4.4 Seeks and provides evidence based feedback

ROLE SPECIFIC COMPETENCIES	EXPECTATIONS
Communications	<ul style="list-style-type: none"> a. Coordinate the production of quarterly printed newsletter and monthly e_newsletter, as well as promotional materials as required including but not limited to, brochures and flyers about McAuley’s services and programs. b. Coordinate the production of publications and other materials (printed and electronic) as needed by the fundraising and communications team. c. Be proactive and innovative in developing stories to promote McAuley to supporters, schools, staff and volunteers – stories to be used for McAuley’s channels as well through the Mercy networks. d. Assist in the development of communication plans to support major projects and activities across the organisation as needed. e. Work with program staff to develop case studies that can be used in publications, story content and presentations.
Social Media	<ul style="list-style-type: none"> a. Monitor McAuley’s social media channels, which include Facebook, Twitter and Instagram. b. Work with programs to develop content to post on McAuley’s social media channels. c. Monitor social media channels for issues that relate to McAuley, including but not limited to family violence, homelessness, affordable housing, women’s issues and make recommendations for McAuley to be involved in the conversation as it is happens. d. Risk analysis of material.
Content development	<ul style="list-style-type: none"> a. Review McAuley website on a regular basis to ensure the content is up to date and accurately promotes McAuley’s work. This will include editing content on the website. b. Develop content for website in conjunction with program staff. c. Development of videos to promote McAuley’s work – this includes but not limited to short clips to use on social media channels.
Advocacy	<ul style="list-style-type: none"> a. Monitor news articles/stories of interest to McAuley for possible response or action – including written, verbal and visual media. Develop response or action recommendations. b. Develop, in conjunction with the Head of Fundraising and Communications and CEO, a plan/calendar of issues for McAuley to be involved in such as Homeless Persons Week. c. Liaise with community sector and Mercy network organisations and peak groups in relation to advocacy campaigns being conducted that McAuley could be involved in.
Media and promotion	<ul style="list-style-type: none"> a. Identify media opportunities (written, visual and verbal) to promote McAuley’s work and also speak out/up on issues of importance including but not limited to family violence, homelessness and affordable housing. b. Coordinate media events.

ROLE SPECIFIC COMPETENCIES	EXPECTATIONS
Administration and Data Collection	<ul style="list-style-type: none"> c. Meet regularly with the fundraising and communications team to share information, successes and continuous quality improvement ideas. d. Complete monthly reports on traffic to McAuley website and social media channels.
Public Speaking	<ul style="list-style-type: none"> a. Represent McAuley Community Services for Women in a professional manner that promotes and strengthens the positive reputation of the organisation and develops leads for future opportunities. b. Demonstrate innovative approaches to engage the audience in understanding the key messages. c. Adapt presentation style dependent on the context, situation and needs of the audience.
Self-Management	<ul style="list-style-type: none"> a. Lead by example; recognise the effect own behaviour has on others. b. Maintain professionalism; manage and contain own emotions. c. Behave consistently and fairly; respect and value others contribution. d. Work collaboratively as part of the fundraising and communications team, as well as work autonomously when needed. e. Manage time effectively and efficiently.
Risk Management & Compliance	<ul style="list-style-type: none"> a. Ensure due diligence and risk analysis are completed for potential engagements, working within the risk management framework. b. Ensure duty of care and awareness of Occupational Health and Safety at all times. c. Ensure all compliance and reporting requirement are met. d. Ensure engagements comply with the child safe standards and actively promote the safety of children. e. Assist in the development of policy in relation to media and communications.

KEY SELECTION CRITERIA

Essential Requirements - *Please address each of these in your application*

1. Relevant qualification in communications, journalism or related field and at least two (2) years experience in a communications/media role.
2. Demonstrated experience in producing and managing communication tools such as newsletters, websites, publications and using digital platforms.
3. Experience in proactively identifying content and stories through working with other departments as well as reactive content.
4. Demonstrated ability to develop, implement and evaluate community awareness programs or advocacy campaigns
5. Demonstrated ability to design, develop, implement and evaluate social media strategies and activities.
6. Demonstrated ability to develop, build and maintain relationships with key stakeholders.
7. Excellent organisational and time management skills with the ability to prioritise and manage multiple and competing work tasks to deliver on agreed deadlines.
8. Advanced computer skills including social media platforms, word processing, spreadsheets and database applications.

Preferred Requirements

1. Understanding of family violence and/or homelessness.
2. An understanding of, and commitment to, the operations of the McAuley Community Services for Women and the organisation's philosophy and core competencies.
3. Experience in the not for profit sector is desirable but not essential.
4. Experience using graphics programs or photo editing programs.

CONDITIONS OF EMPLOYMENT

- This position is offered on a probationary period of six (6) months in accordance with the *Fair Work Act 2010*. This period may be subject to extension of the probation period for up to a further three (3) months subject to an agreed work performance plan that encompasses and measures, but is not limited to the following;
 - To demonstrate a commitment to McAuley Community Services for Women's Code of Conduct and Values.
 - To demonstrate an ability to meet the expected standards of performance and competencies in relation to the requirement of the position description.
- Regular supervision will be required and Annual Performance review will take place 12 months post commencement date.
- This position description will be regularly updated in accordance with the developing needs of the organisation.
- Flexibility to work outside normal working hours essential.
- Current Victorian Driver's Licence.
- National criminal history check required.
- Working With Children's Check (WWC)
- Minimum undergraduate degree in communications or similar advanced degree.
- All McAuley Community Services for Women's employees are required to:
 - Comply with all McAuley Community Services for Women's policies and procedures
 - Comply with all Occupational Health and Safety legislation and regulation
 - Comply with all other Commonwealth and State legislation relevant to the organisation
 - Uphold and enhance the reputation of McAuley Community Services for Women
 - Maintain the highest standards of integrity and behaviour in line with McAuley Community Services for Women's Code of Conduct and undertake identified training and professional development activities/programs.