

Job Description & Selection Criteria

Position:	Communications Officer
Service:	Corporate (Communications & Engagement)
Classification:	MEA Level 3
Appointment Type:	Full time/Part time

PRACTICE FRAMEWORK

Toora Women Supports women with complex issues who have experienced past or present trauma, such as:

- Domestic, family and/or sexual violence
- Mental health issues
- Alcohol and/or Drug (AOD) dependencies
- Homelessness or needing support to stay out of the homelessness system; **and/or**
- Time in ACT Corrections.

Our current domestic violence, homelessness and AOD health treatment programs range across a variety of settings, such as crisis support, transitional or head tenancy accommodation, day programs, counselling and outreach support.

This allows us to provide holistic wrap-around, trauma-informed care within an integrated service system. We deliver these complex services within a human rights and gender sensitive framework, with advocacy at the forefront.

All services are based on a theoretical model of recovery, respect and empowerment. This includes encouraging self-help to our clients and assisting in minimizing the effects of institutional discrimination or disadvantage, and its associated harm.

PURPOSE OF THE POSITION

A parental leave cover position. The Communication Officer operates as a general allrounder and will support the development and implementation of Toora's communication, marketing and fundraising activities, including marketing of services, fundraising and advocacy campaigns, and community initiatives and events.

The position is responsible for ensuring communications are effective, targeted, credible and support Toora Women service objectives.

DUTIES AND RESPONSIBILITIES

Key responsibilities:

- In line with the Communication Strategy help to develop and implement innovative communication, fundraising and advocacy campaigns and events to promote and improve Toora Women's reputation and increase community understanding of our organisation.
- With the support of the Team Lead Communication, Funding and Engagement respond to emerging and immediate issues, and coordinate the day-to-day communication, fundraising and marketing and PR activities.
- Support external communications and help create and maintain written copy, video, photographic and graphic content across all Toora Women channels including social media, email, website, newsletters, presentations and other publications as required.
- Support internal communications and help create content for internal communication activities, from newsletters, intranet news articles, team updates, presentations, and assist with planning and executing internal campaigns and events.
- Working with the Team Lead Communication, Funding and Engagement maintain and update Toora Women and Parentline websites and social media presence.
- Work with media and assist in building media lists, tracking media coverage, and preparing media reports and releases.
- Help with reporting and analytics by producing post campaign reports, monitoring monthly analytics from WordPress, Google, MailChimp and social media platforms. Help track and report on other communication and data activities as required.
- Assist with research to help inform and support Toora's Leadership team with advocacy campaigns, reports, policies, and speeches as required.
- Provide administrative support by supporting the Team Lead Communication, Funding and Engagement with a variety of tasks including managing databases, stakeholder, sponsor and partner lists, coordinating logistics, updating and maintain a communication calendar and Donor administration.

Other responsibilities:

- Engage in professional development activities
- Attend regular supervision with Team Leader Engagement and Funding and accept direction
- Participate in performance management/appraisal activities as determined by the organisation
- Regular attendance and participation at team meetings, program meetings, staff and other meetings as required
- Create, maintain and develop effective professional networks with relevant external stakeholders
- Adhere to Toora WHS policies and procedures
- Take reasonable care to protect their own health and safety at work and meet all obligations under the WHS Act 2011
- Work in accordance with relevant sector standards and participate in Toora Quality Improvement Systems including auditing, surveys and needs analysis
- Understand all areas of computer operations to meet the needs of the job
- Undertake other duties, as directed

REPORTING RELATIONSHIP AND KEY STAKEHOLDERS

The Communication Officer will report directly to the Team Lead Communication, Engagement & Funding.

This position requires strong development and ongoing maintenance of strong working relationships with:

- Toora Leadership team
- Internal Committees
- Toora Women external stakeholders
- Media
- Toora Women Clients
- Toora Women Donors, Sponsors and Partners.

CONDITIONS OF EMPLOYMENT

- The duties of this position may be adapted to accommodate changes in organisational requirements or scope, as determined by the service or corporate planning processes.
- Changes to this position description will not occur without staff consultation.
- Out-of-hours work, or attendance at community events or activities may be required on occasion.
- Must possess a Driver's License and be willing to drive.
- **Must** hold a current Working with Vulnerable People (**WWVP**) Registration for the duration of employment.
- **Must** provide (at commencement) a National Police Records Check (**NPRC**) that is dated within 90 days of commencement of employment. This will be reviewed annually, and employment is contingent on maintaining an acceptable record.
- May be required to work from the Toora corporate office
- Must work collaboratively within Toora's service environment and systems.
- Must adhere to all relevant policies and procedures at Toora.
- Must adhere to all WHS policies and procedures at Toora and whilst undertaking activities on behalf of Toora, including adhering to their obligations under the Work Health & Safety Act 2011.
- Participation in Toora's Quality Improvement Systems, including audit activities, surveys or needs analysis, or other related activities.

JOB SELECTION CRITERIA & PERSON SPECIFICATION CRITERIA

ESSENTIAL QUALIFICATION/S

- Tertiary qualifications in communications or related field.

ESSENTIAL KNOWLEDGE

- Excellent written and oral communication skills are a must
- A keen attention to detail
- Strong organisation and time management skills
- Demonstrated experience with Canva, Adobe Photoshop or similar.
- Experience in website management using WordPress
- Proficient computer skills, including the use of the Microsoft Office application

- Demonstrated experience producing engaging and compelling content across online and offline channels, with the ability to adapt style, tone and voice for different audiences to achieve impactful storytelling.
- An ability to generate new and innovative ideas, have a good work ethic and ability to work under minimal supervision.
- Excellent demonstrated interpersonal skills and a proven ability to contribute to a cohesive, positive and collaborative values-based team environment
- Flexibility and responsiveness to changing environments
- Able to collaborate, multi-task and manage priorities well with good attention to detail
- Communicate with influence in a positive, proactive, constructive responsible and respectful manner to inspire others.

DESIRABLE EXPERIENCE

- Experience in SEO and Google Analytics.
- A demonstrated understanding of the Canberra media and political landscape
- Video editing skills
- Demonstrated experience in a similar role within a NFP organistaion.