

## Position Description

<b>Position Title</b>	Communications & Digital Social Officer
<b>Directorate / Service / Program</b>	Outcomes & Strategic Engagement
<b>Reports to</b>	Corporate Communications Lead
<b>Location</b>	Geelong
<b>Classification</b>	Social, Community, Home Care and Disability Services Industry Award Level 5
<b>Date Revised</b>	April 2024

### ABOUT US

Barwon Child, Youth & Family and Bethany Group have merged. We are now Meli, inspired by the word Meliorism. The belief that the world can be made better through human effort.

Meli is a Victorian not-for-profit organisation, offering a unique combination of services to support members of our community throughout their lifetime, from early childhood through to adolescence and adulthood.

Everyone faces challenges occasionally, and Meli is here to lend compassionate help, and to take a preventative and early response approach – no matter how big or small a problem.

**Our Purpose:** Supporting people, strengthening communities.

**Our Vision:** A fair, safe and inclusive community where everyone can thrive.

**Our Values:** Build Connection, Show Courage, Inspire Action, Celebrate Difference, Be Dynamic.

**To learn more about Meli please visit [meli.org.au](https://meli.org.au).**

### POSITION OVERVIEW

The Communications and Digital Media Officer reports to the Corporate Communications Lead and plays a key role in delivering outcomes in support of the Brand, Communications and Media Strategy through a key focus on development of specialised content and communications.

The Communications and Digital Media Officer coordinates and oversees Meli social media policies, strategies and activities, and provides guidance and training to colleagues as needed. The position is responsible for leading the Meli Social Media presence, developing and executing social media strategies, creating and sharing engaging content, moderating user-generated content, analysing social data, and support and co-ordinate activity to manage reputation, and supporting the operation of the Corporate Communications team.

### KEY ACCOUNTABILITIES

**Duties of this position may include, but are not limited to the following:**

#### **Service Excellence and application of specialist knowledge & skills**

- Draft high-quality communications for the Executive presenting to internal and external audiences to ensure consistency, timeliness, and alignment with our values.
- Working with service delivery staff, enable clients to tell their story using a supportive, trauma informed approach, and collaborate to produce compelling client stories for a variety of channels.
- Enhance Meli's visibility in the community through a range of communications including the media, social media and digital channels.

- Support internal and external content development and publishing via Meli digital platforms including newsletters and executive communications.
- Prepare agency media releases and responses to media enquiries.
- Assist in the development of communications and social media in support of agency marketing campaigns and promote community partnerships and engagement.
- Identify opportunities to promote Meli services and brand in the community.
- Work collaboratively with other members of the Outcomes & Strategic Engagement team to support the team objectives.
- Participate, along with the Principal Advisor, Corporate Communications, in the planning and development of the Meli event calendar and community engagement plan.

### **Stakeholder Engagement and Social Media Leadership**

- Foster strong stakeholder relationships across internal and external community engagement teams and coordinate social media partnerships and engagement activities.
- Lead & Implement Meli's social media policy and strategy on social media platforms and as required expand the social media policy to ensure it remains relevant and current.
- Coordinate social media including posting and developing content for multiple social media channels to drive organic growth and engagement.
- Monitor new developments in social media and prepare recommendations regarding opportunities to expand Meli's online presence on additional platforms as appropriate.
- Research new tools for social media management and analytics and support procurement processes as appropriate.
- Collaborate with the web team to incorporate new social tools into the website.
- Drive increases in Meli's social media audience and engagement and provide regular analytics of social media outreach.
- Develop social media strategies and provide analytics aligned with overall communication plans for campaigns, relevant international days and large events.

### **Collaboration**

- Foster a positive team environment and contribute to a performance-driven, innovative culture within the Outcomes and Strategic Engagement Division
- Support the Strategic Engagement Team and provide support and assistance to other service delivery program areas, as needed.

### **Sustainability**

- Manage continuous improvement for Meli's Brand, Corporate Communications, and Media strategy.
- Allocate resources efficiently and provide financial analysis.
- Support key organisational projects, the work of the Meli EPD and Research teams, and client participation initiatives through creative application of the Meli Brand, Corporate Communications and Media strategy.
- Cultivate relationships with relevant organizations for communication innovation at Meli.

### **Organisational Accountabilities:**

- Other reasonable duties as directed.
- Apply Meli's quality and risk management frameworks.
- Understand and comply with the standards of a child safe organisation.
- Active involvement in professional development to build knowledge and skills.
- Make decisions following Meli values, relevant standards, practices, policies, procedures, regulations, industrial instruments, and legislation.

## QUALIFICATIONS, SKILLS AND EXPERIENCE

- Bachelor's degree in Communications, Journalism, Public Relations, or equivalent work experience.
- Excellent written and verbal communication skills, including media releases and internal corporate communications and speech writing, with high attention to detail, accuracy, editorial judgement, and ethical and political awareness.
- Proven understanding of major digital platforms and experience in strategic social media outreach, particularly in the community services and / or education sectors and ability to develop and implement effective social media strategies and campaigns.

## OTHER REQUIREMENTS OF THE ROLE

All employees must undergo and maintain a range of satisfactory checks as a condition of employment. These include:

- Working with Children Check
- National Police Check
- International Police Check (if required)
- Have the right to work in Australia

## KEY STAKEHOLDERS

- Meli employees, Executive, Managers, and Manager, Office of the CEO.
- Media, Ministerial staff
- Other Community Service and Education services, Partner Agencies and Stakeholders
- Suppliers, photographers, etc.
- Community members, Donors, Business and Philanthropic Partners

## PHYSICAL REQUIREMENTS & ENVIRONMENTAL CONDITIONS OF THE ROLE

Meli is committed to creating inclusive spaces that are accessible for everyone by reducing and/or removing barriers through reasonable adjustments.

The following table shows the physical and psychological work environment characteristics that have been identified as part of this role. Where possible, Meli will make reasonable adjustments to support individuals to succeed in their roles.

REQUIRED ACTIVITIES / WORKING ENVIRONMENT	FREQUENCY
<b>Computer based tasks, sedentary position, office based</b>	Often
<b>Repetitive manual tasks</b>	Rarely
<b>Working in buildings which may have stairs</b> (Reasonable adjustments can be made)	Sometimes
<b>Driving, in &amp; out of vehicles</b> (If driving is required, must hold current Victorian Driver Licence)	Sometimes
<b>Bending, lifting, pushing, pulling</b>	Sometimes
<b>Working alone or at a co-located site</b>	Sometimes
<b>Confrontational/confronting situations</b>	Sometimes

(Due to the nature of our work, there may be times when staff are exposed to behaviour, language and/or situations that can be confronting)	
<b>Working outside in differing weather conditions</b>	Sometimes
<b>Working on-call and/or after hours</b>	Sometimes
<b>Attending external locations including client homes</b>	Sometimes

## INCLUSION STATEMENT

Meli is committed to being a place where everyone has a sense of belonging.

We embrace the unique perspectives and experience of our people and our community, and their voice is at the heart of our values and decision making.

We aim to be courageous as we learn, grow, and evolve as an accessible, inclusive and safe organisation for people of all identities.

We are working to create a team of people who reflect the diverse community we support. Aboriginal and Torres Strait Islander, LGBTQIA+, culturally diverse people, those living with a disability, and those looking to return to the workforce following a break in their career, are encouraged to apply for our roles.

## CHILD SAFETY STATEMENT

Meli is committed to child safety in every aspect of the organisation. We take deliberate steps to protect children from physical, sexual, emotional, and psychological abuse and neglect. Our organisation fosters openness to create a culture in which everyone – staff, parents, carers, and children – feel confident, enabled, and supported to safely disclose child safety or wellbeing concerns.

We have zero tolerance of any abuse or maltreatment of children. We are committed to ensuring children and young people are able to actively participate in decisions that affect their lives.

We understand our legal and moral obligations to treat any child safety concerns seriously. We report any allegations and wellbeing concerns to authorities. We are committed to the cultural safety of all children and young people. This includes providing a safe environment for children and young people with a disability, who are Aboriginal and Torres Strait Islander, from culturally and/or linguistically diverse backgrounds or who identify as LGBTI+.

Meli's policies and practices promote the safety and wellbeing of children and establish an effective, consistent approach to prevent, respond to and encourage the reporting of allegations of child abuse and harm.

All children, their families and carers should feel welcome at Meli, including feeling able to express their identity and raise concerns about their own or others' safety.

## EMPLOYEE DECLARATION

I have read and understood this Position Description and in signing this document agree that I can fulfill all the requirements of the position described in this document. Additionally, I agree to notify management immediately of any change in my capacity to meet any of the requirements outlined in this Position Description.

<b>Name:</b>	<b>Signature:</b>	<b>Date:</b>

**Note:** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.