

POSITION DESCRIPTION

Position Title:	Communication Officer
Reports To:	Communications Manager
Liaises With:	Communications Manager, Executive Administrator, Chief Executive Officer, Deputy Chief Executive Officer, Executive Management team member, Program Managers and Recreation team.
Location:	Head Office 136 Mt Alexander Road Flemington
Classification:	Wintringham EBA
Hours:	Full Time (38 hours per week)

Program Description:

Wintringham is a not-for-profit organisation with a small but ever-growing head office team that provides strategic direction and support services to Wintringham's hostels, nursing homes, housing services and community support services at various locations across Melbourne and regional Victoria.

Wintringham is focused on delivering quality aged care, support and housing for people aged 50 plus who are experiencing homelessness or at risk of homelessness.

The objectives of the position are to:

- Build a positive public image of Wintringham using multiple internal and external communication channels e.g. print/radio media, events, social media and publications
- Reinforce Wintringham's ethos and values through the development of meaningful, effective and purposeful communications
- Create regular communications to maintain brand credibility and rapport with internal and external stakeholders

Responsibilities/Duties:

- Manage and update Wintringham's website and all social media platforms including: Facebook, Twitter, Instagram and YouTube accounts.



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- Manage the content calendar by ensuring we have sufficient stories for Wintringham's various channels. This includes writing stories, interviewing our clients, taking and editing pictures and video.
- Co-ordinate corporate events (e.g. the annual art show) or major launches as required
- Manage and deliver two key internal publications (The Winny – staff newsletter & A home until stumps – client newsletter)
- Local media management, identifying local media opportunities and working with sites to gain exposure where needed
- Be a brand custodian, ensure all branding on materials is consistent and correct
- Create and deliver tailored mailouts (print and online) as required.
- Manage the Wintringham photographic and media archive
- Liaise with suppliers to ensure timely, cost effective and high quality services are received
- Manage publication inventory of promotional materials; managing stock supplies and re-ordering.
- Other duties as requested by the Communications Manager

Health & Safety Responsibilities

As a Wintringham employee you have the following responsibilities under the OHS Act 1985:

- Take reasonable care to ensure your own safety
- Do not place others at risk by any act or omission
- Follow safe work practices and procedures
- Use and care for equipment as instructed
- Do not wilfully and recklessly interfere with safety equipment
- Report hazards and injuries
- Cooperate with the employer to meet OHS obligation under OHS Act 1985.

Qualifications:

Mandatory

- Tertiary qualification in communications, marketing or events
- Excellent written and verbal communication skills
- Is passionate about Wintringham's ethos to support older homeless people
- Experience developing content both written and multimedia for various audiences



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- Excellent knowledge of Word, Excel and Mail Chimp
- Ability to motivate and liaise with all levels of management, staff and clients
- Outstanding time management skills and ability to prioritise duties
- Excellent ability to problem solve and create solutions
- Has innovative ideas to share, while also being eager to listen and learn
- Ability to work as a team player
- Current drivers licence

Skills/Experience:

Desirable

- Has experience using InDesign and/or using some desktop publishing software
- Friendly, helpful, non-judgmental attitude
- Excellent attention to detail
- Experience in developing and documenting policies and procedures
- Experience co-ordinating events
- Experience building audiences and engagement through social media
- Commitment to continuous improvement

Appointment is subject to a satisfactory police records check prior to commencing unless the applicant is already a staff member who is currently employed with Wintringham.

Wintringham is an equal opportunity employer.

I have read this position description and understand the requirements and responsibilities of this position as part my employment with Wintringham.

EMPLOYEE'S NAME _____

SIGNED _____ DATE _____

