

POSITION DESCRIPTION

Digital Communication Officer

Program:	Business Development
Reports to:	Communications and Advocacy Manager
Supervises:	Nil
Date of Last Review:	May 2023
Classification:	Social and Community Employee Level 3 Sacred Heart Mission Enterprise Agreement 2018
Victorian Portable Long Service Benefits Scheme	This role has been deemed eligible to participate in Scheme

PROGRAM INFORMATION

Sacred Heart Mission is made up of four Divisions: Client Services, People and Strategy, Business Development and Business Services. The Communication and Advocacy team operates within the Business Development Division and is responsible for the development and delivery of the organisation's communication and brand strategy as well as the Advocacy and Policy Strategy.

The Communication and Advocacy team manages all internal and external communications, including: media, all digital platforms including Sacred Heart Mission's website, all social media accounts, all newsletters and storytelling, op shop marketing, the annual report and other published collateral.

The Communication and Advocacy team is responsible for maintaining the integrity of Sacred Heart Mission's brand. The team also holds responsibility for ensuring the organisation advocates publicly on issues identified as relevant to the organisation.

PURPOSE OF THE POSITION

The role will be responsible for proactively executing the team's digital communication strategy to engage audiences more deeply with the work of the Mission.

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KEY RESPONSIBILITIES

Accountability	Key Responsibilities/duties (note: this is not an exhaustive list)
Content production	<ul style="list-style-type: none"> ▪ Source, gather and develop impactful digital content to support Sacred Heart Mission's communication and advocacy strategy ▪ Plan and create articles, videos, photography, graphics, and bite-sized stories for different types of audiences and platforms, including website, social media, newsletters and intranet ▪ Proactively liaise with staff across the organisation to source stories about our people and the impact we make ▪ Ensure content is accurate, fits Sacred Heart Mission's brand style and tone of voice and aligns with the organisation's strategy ▪ Ensure content is optimised to perform on the relevant channels ▪ Coordinate the editorial calendar ▪ Stay abreast of communication trends and identify and develop new ways or opportunities to tell Sacred Heart Mission's stories and inspire support
Digital media management	<ul style="list-style-type: none"> ▪ Create and manage organic and paid content for Sacred Heart Mission's social media channels ▪ Ensure proactive and timely responses are provided to online comments and questions ▪ Plan, develop and publish web content as outlined in the editorial calendar and in line with the Mission's website design ▪ Design and set up newsletters and other email campaigns via Mailchimp; manage and maintain audience lists and segmentations ▪ Monitor online media for issues of importance to the Mission ▪ Undertake other communication tasks as assigned by the Communication and Advocacy Manager

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Professional Development	<ul style="list-style-type: none"> ▪ Attend and participate in regular supervision sessions ▪ Undertake all mandatory and core training in a timely manner ▪ Participate in annual professional development and review (PDR) process and take responsibility for own training and development plan in collaboration with direct supervisor.
Health & Safety	SHM staff are responsible for taking reasonable care of their own health and safety and others in the workplace and are required to comply with relevant policies, procedures, and instructions
RISK	All SHM staff are responsible for considering, identifying and addressing risk in accordance with the responsibilities of their position.
CQI (Continuous Quality Improvement)	All SHM staff are encouraged to identify quality improvement opportunities and are responsible for implementing and monitoring CQI initiatives in accordance with the responsibilities of their position.
TIC (Trauma Informed Care)	All SHM staff are responsible for engaging in learning and development to integrate their understanding of and responsiveness to the impact of trauma within their work.

MANDATORY REQUIREMENTS

- A current Criminal Records Check
- Current COVID-19 vaccination certificate with evidence of having three doses or a valid medical exemption certificate

QUALIFICATIONS

Essential

- Substantial experience creating impactful stories for a brand or organisation
- Relevant experience managing a brand's social media channels and communities
- Experience managing a CMS (WordPress is desirable but not essential)
- High level copywriting and interview skills
- Demonstrated experience in producing, editing and managing video and photo content
- Competency in either Photoshop, Illustrator or Canva and in video editing software such as Adobe Premiere
- Familiarity with branding guidelines or a style guide

Desirable

- Tertiary qualification in digital marketing, communications, public relations or similar field

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- Experience in SEO
- Experience with Google and Meta ads
- Experience using Mailchimp
- Knowledge and interest in the not-for-profit sector is highly regarded

KEY SELECTION CRITERIA

- Experience in online communications and social media management for a brand or organisation
- Proven experience in telling engaging stories through text and video content. Please outline your experience and provide 2-3 story examples.
- Experience managing a website CMS
- Competency in either Photoshop, Illustrator or Canva and in video editing software such as Adobe Premiere
- Strong alignment with the values of Sacred Heart Mission

VISION, MISSION AND VALUES

Our vision is of an inclusive, fair, and compassionate community, which enables people to overcome disadvantage and realise their full potential. Our mission is to build people's capacity to participate more fully in community life, by addressing the underlying causes of deep, persistent disadvantage and social exclusion. Our Values are

- **Welcome** – we welcome and actively engage people in order to build relationships based on respect and trust.
- **Community** – we enable people to feel supported by and connected to the broader community.
- **Challenge** – we challenge the unjust social and economic structures that cause disadvantage, social exclusion, and homelessness.
- **Accountability** – we measure the impact of our work so that we can develop the evidence to address deep, persistent disadvantage and social exclusion.
- **Innovation** – we ensure that our services remain contemporary, creative, responsive, and effective.

POSITION DESCRIPTION SHOULD BE REVIEWED ANNUALLY OR WHEN POSITION CHANGES

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