



St Vincent de Paul Society
NSW
good works

St Vincent de Paul Society NSW is an NDIS LAC Partner delivering NDIS Local Area Coordination (LAC) services in NSW during the transition period from January 2016 to June 2019.

Communications Coordinator

Position Description

Responsible Unit:	LAC Program
Position Reports To:	Communications Manager, Fundraising and Communications
Managerial Responsibility for:	Nil
Base Location:	Detailed in Contract of Employment
Primary Position Objective:	The Communications Coordinator is responsible for developing and leading communications and engagement for the Local Area Coordination program, as well as taking a hands-on approach to content development and distribution via both internal and external methods. The Coordinator will be directed by the media and communication policies of the St Vincent de Paul Society and work in close alignment with the organisation's strategic plan and approach, maintaining a close working relationship with the LAC Senior Quality & Practice Manager, External and Internal Communications Managers.

St Vincent de Paul Society NSW

The St Vincent de Paul Society NSW is a member and volunteer based organisation that has been assisting people experiencing disadvantage in NSW for more than 130 years.

The Society was founded in France in 1833 by 20 year-old Frederic Ozanam, who wanted to eradicate poverty and disadvantage. The Society came to NSW in 1881 and now has around 16,000 members and volunteers and 1,400 staff. Our local member networks, referred to as Conferences, are present in over 420 communities across NSW.

The St Vincent de Paul Society NSW is a leading provider of community support services and has close to 100 Special Works in the areas of homelessness, mental health, disability, financial counselling, supported accommodation, food provision, refugees and migrants and addiction counselling.

St Vincent de Paul Society NSW and the NDIS

The St Vincent de Paul Society NSW has been commissioned by the NDIA in three NSW districts (increasing to five as the transition progresses) to ensure people living with disability who are currently receiving supports from NSW or Commonwealth Government disability programs experience a smooth transition to their individualised NDIS plans.

This is a far-reaching undertaking and the changes required to existing disability support systems are significant. The scheme will be introduced gradually to ensure no disruption for people with disability and support providers. The Society provides Local Area Coordination (LAC Program) services in five districts: Central Coast, Hunter New England, South Western Sydney, Sydney and South East Sydney.

Every day in NSW the Society assists thousands of people through Home Visitation, Migrant and Refugee Assistance, Hospital and Prison Visitation, Vinnies Centres, Supported Employment Services for People with an Intellectual Disability, Hostels for Homeless Men, Women and Families, Overseas Relief, Disaster Recovery, Budget Counselling and Youth Programs

Duties and Responsibilities

The Communications Coordinator is responsible for developing and leading communications and engagement for the Local Area Coordination program, as well as taking a hands-on approach to content development and distribution via both internal and external channels. The Coordinator will be directed by the media and communication policies of the St Vincent de Paul Society and work in close alignment with the organisation's strategic plan and approach.

The role involves raising awareness of the LAC program and the NDIS among people with disability, family members and carers and the wider community in the Sydney, Central Coast, and Hunter New England region; development of communications and engagement materials and messages; media relations and internal communication initiatives.

The Communications Coordinator will be based at Woolloomooloo with weekly visits to the Lewisham State Support Office, and is required to travel to various locations throughout the Sydney, Central Coast, and Hunter New England regions to support local LAC offices.

Communications and Engagement:

- Work in consultation with the LAC Senior Quality & Practice Manager to develop and implement the Communications and Engagement strategy for the LAC program, ensuring it aligns with St Vincent de Paul Society NSW values, strategy and relevant policies and with our obligations as a partner of the National Disability Insurance Agency (NDIA). Critical to success will be to work in collaboration with the External Communications Team, Internal Communications Manager and other key stakeholders.
- Development of a quarterly communications and engagement plan and allocation of appropriate budget to meet strategic objectives.
- Development and implementation of a skills development strategy for LAC staff, including mentoring, inspiring and training colleagues in communication and presenting skills in collaboration with the Society's Learning and Development team.
- Develop and coordinate the design, development and distribution of inclusive, accessible and socially-aware communications materials and messages that support LAC vision and objectives, across multiple platforms for CALD and Aboriginal and Torres Strait Islander communities.
- Supervise the creation of written, photographic and video content for the LAC closed Facebook group.
- Provide editorial and content management of the LAC Website.
- Gather, write and distribute stories and other content from across our regions for the Vinnies NSW Facebook, website, publications and internal communication initiatives.
- Identify opportunities and suitable platforms to raise awareness of the NDIS and the LAC program to under-represented and hard-to-reach groups within our region. For example, webinars and videos of workshops.
- Development and distribution of regular LAC staff newsletters as well as senior management messages.
- In consultation with the Internal Communications Manager, develop new internal communication methods across the LAC program including webinars, video messages, and video conferencing.
- Take guidance from the Communications Managers to ensure consistency and synergy in delivery of key Society messages.
- Act as main point of contact for LAC media enquiries and respond to requests in a timely manner, in consultation with the External Communications Team.

Partnerships and Networks:

- Work closely with the St Vincent de Paul Society External and Internal Communications Managers to ensure communications, engagement and media initiatives for LAC are in alignment with organisational standards, plans and objectives.
- Communicate communications and engagement strategies and plans to LAC staff in an engaging and inspiring way.
- Liaise with people with disability, families and carers, LAC staff and other key stakeholders to inform the development and design of key communications and engagement materials and messages.

- Work collaboratively with the Quality & Practice team and members of the LAC team, relevant St Vincent de Paul Society departments and other key partners and stakeholders to achieve communications objectives.
- Participate in Quality & Practice team meetings and other relevant St Vincent de Paul Society NSW meetings and forums to foster a culture of collaboration and information sharing.

Skill Building

- Mentor, support and train LAC staff and participants to successfully engage in communications and engagement work in line with SVdP and the Communications Team.

Monitoring and Evaluation

- Provide reports on all communications, engagement and media activities and deliverables, ensuring reports are accurate, comprehensive, of a high standard and submitted in a timely manner.

Policies and Procedures

- Ensure all activities are in line with existing St Vincent de Paul Society's policies, in particular those addressing media, social media and informed consent
- Contribute to the development of any policies and procedures relevant to the work and its aims, in collaboration with LAC management, St Vincent de Paul Society NSW Communications Team, and other relevant staff.

Environment

- Maintain a safe work environment by complying with the Work Health and Safety standards and responsibilities expressed in St Vincent de Paul Society's policy and relevant legislation.

Positive Culture

- Embrace and actively demonstrate the mission and vision of the Society, ensuring that providing a 'hand-up' is evident in all that you do.
- Demonstrate professionalism and adopt high ethical and professional standards.
- Be an advocate and champion of choice for individuals accessing the program.
- Contribute to a workplace culture that is respectful, non-judgmental, and inclusive and which promotes and upholds human rights at all times.
- Actively demonstrate our organisational values, as outlined in the Society's Code of Conduct.

<p>NOTE: <i>All positions within the LAC Program are mobile and employees will be expected to work remotely and travel and work independently for significant periods.</i></p>

Essential Criteria:

- Tertiary qualification in public relations, communication and/or journalism.
- Demonstrated work experience in the relevant field.
- Experience in dealing with media and generating coverage.
- Strong communication and interpersonal skills, with the ability to engage with diverse audiences across a variety of platforms.
- Demonstrated writing skills with ability to tailor writing to a brief and present material in a concise style for the Society's publications and digital platforms.
- IT literate and ability to work with Microsoft suite, Outlook express and email marketing platforms.
- Basic competency in photo and video editing
- Exceptional organisational and time management skills with ability to work within tight timeframes.
- A commitment to and a deep understanding of the Vision, Mission and Values of the St Vincent de Paul Society and ability to maintain an ethical and inclusive approach.
- A valid driver's licence and ability to travel across Sydney, Central Coast and Hunter New England regions

Desirable Criteria

- Lived experience and/or professional experience of disability, accessibility and inclusion
- Experience in the not-for-profit or community sector

The St Vincent de Paul Society is an Equal Employment Opportunity Employer