

Communications Coordinator

Position Description

Directorate:	Commercial Enterprise, Fundraising and Communications
Reports to:	Manager, Communications
Direct reports:	NIL
Location:	Flexible within any of the Society's main metropolitan or regional offices across NSW.
Primary position objective:	Develop state-wide external facing content and communications across the Society's key marketing channels targeting a diverse range of audiences.

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

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications Directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; internal and external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Communications Coordinator will:

- Support the successful implementation of the Strategic Plan within their team.
- Craft engaging and accurate communications content targeting diverse audiences.
- Develop and implement Public Relations (PR) strategies to support and promote fundraising and marketing activity, services, programs, shops, social justice initiatives and events to meet communications objectives.
- Develop and action strategic media schedules, draft press releases and canvas positive media coverage to amplify key messages and priorities.
- Assist to position the Society as a leading charitable organisation that advocates on behalf of the disadvantaged in media and on digital platforms.
- Respond to media enquiries promptly and manage interview requests, including producing speaking notes, while strictly adhering to the Society's media policy.
- Maintain database of media contacts to ensure the list is relevant and up-to-date to ensure the distribution of media materials has impact.
- Assist with the production of video content for both internal and external use as an important tool to amplify key messages and priorities.
- Manage the content collation, production and delivery of publications; ensure the content is engaging and reflective of the broad activities undertaken by the Society.
- Collaborate with the Marketing and Internal Communications functions to provide support as required with writing tasks and communications advice.
- Contribute to a safe working environment for staff, members and volunteers by implementing the Society's workplace health and safety practices.
- Contribute to the implementation of effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Deliver high-quality communications collateral with a focus on press releases and written content for digital platforms amplifying the key messages, stories and priorities of the Society.
- Coordinate the production of key publications – Vision, Impact, Annual Report
- Build relationships with media and generate positive media coverage for the organisation
- Agility and efficiency in responding to direction from Manager, Communications and Director, Communications & Marketing

Key working relationships

In addition to the Manager, Communications and their direct reports, the Communications Coordinator will foster close working relationships with:

- Director, Communications & Marketing (Commercial Enterprise, Fundraising and Communications);
- Manager, Marketing (Commercial Enterprise, Fundraising and Communications);

- Manager, Brand and Creative Services (Commercial Enterprise, Fundraising and Communications);
- Marketing & Digital Coordinator (Commercial Enterprise, Fundraising and Communications).
- Internal Communications Manager (Commercial Enterprise, Fundraising and Communications).

Essential criteria

Critical capabilities

There are nine capabilities expected of all leaders across the Society:

- **'People we serve' centric:** (Level 1) Deliver, or support the delivery of, high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 1) Develop an understanding and respect for and be aligned to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 1) Contribute to the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 1) Work collaboratively with others to solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 1) Support the implementation of change.
- **Team performance:** (Level 1) Develop own performance and contribute to team performance.
- **Digital engagement:** (Level 2) Enable and facilitate participation in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 1) Contribute to generating new ideas that will improve services and ways of working.
- **Financial acumen:** (Level 1) Use the Society's resources responsibly.

Role-specific criteria

- Relevant tertiary qualification/s in business, communications or marketing.
- Demonstrated ability and expertise in communications with high-level written, editing and planning skills.
- Excellent interpersonal and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders.
- NSW driver licence.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.