

## POSITION DESCRIPTION

### COMMUNICATION & ADVOCACY OFFICER

#### OVERVIEW

<b>Program:</b>	Business Development
<b>Reports to:</b>	Manager Communication & Advocacy
<b>Supervise:</b>	Nil
<b>Date of Last Review:</b>	January 2017
<b>Classification:</b>	Social and Community Services Employee, Level 4 Sacred Heart Mission Enterprise Agreement 2013, or subsequent agreements

#### ORGANISATION CONTEXT

Sacred Heart Mission (SHM) works with people whose capacity to participate fully in community life is affected by deep, persistent disadvantage and social exclusion. Since opening our doors in 1982, the Mission has been providing a range of innovative, relationship based service responses which enable people to overcome disadvantage and realise their full potential. As a trauma informed organisation, our shared recognition of the impact of trauma informs and guides all of our interactions with the people who access our services.

SHM is an Equal Opportunity Employer and an Environmental Sustainability driven organisation. We provide equal employment opportunities to all employees without regard to race, colour, religion, gender, national origin, age or disability. We ensure staff and volunteers operate from fit for purpose facilities that adopt green building design and practices.

SHM has a number of staff committees across the organisation committed to championing best practice in these areas. Our EEO groups lead by example to break down the barriers to inclusion and to foster a diverse workplace where people are free from discrimination and disadvantage and are treated with respect and dignity. Our Green team has set targets for developing SHM's environmental profile as a sustainable organisation and as a leader in the sector.

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## **VISION**

Our vision is of an inclusive, fair and compassionate community, which enables people to overcome disadvantage and realise their full potential.

## **MISSION**

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.

### **We do this by:**

- Ensuring access to the necessities of food, clothing, housing, health care and specialised services.
- Listening, understanding and responding to people in a holistic, caring, and respectful way, so they can take control of their lives.
- Delivering accessible, responsive, evidence informed and innovative services.
- Welcoming people in the spirit of social justice, co-operation and partnership to create better communities.
- Engaging sector partners, researchers, philanthropy, business, government and the broader community, to contribute their time, expertise and resources.

## **PROGRAM INFORMATION**

Sacred Heart Mission (SHM) is made up of four Divisions, Client Services, People and Strategy, Business Development and Business Services. The Communications and Advocacy team operates within the Business Development Division and is responsible for the development and delivery of the organisations communications and brand strategy and plan, as developed through the Our Story Strategy and our advocacy strategy.

The Communication team manages all internal and external communications including: media interest, Mission's website, social media and all corporate publications such as the staff bulletin, newsletters, annual report and service delivery published collateral. The Communication team is responsible for maintaining the integrity of the Sacred Heart Missions visual brand.

The team also holds responsibility for ensuring the organisation advocates publically on issues identified as relevant by the organisation in our Advocacy Strategy. This includes the development of communications strategies and plans around the policy positions of the organisation to all relevant stakeholders through appropriately planned mediums.

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## PURPOSE OF THE POSITION

- To develop key communications material in line with the organisations Communication Strategy, Communication Plan and Brand Guidelines including newsletters, blog articles, position statements and annual report.
- To support the development and delivery of communication plans for key organisational projects.
- The development and delivery of advocacy campaigns detailed in the organisations advocacy strategy which include key sector celebration dates and government election activities.

## KEY RESPONSIBILITIES

Accountability	Major Activities
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>▪ Develop and Implement advocacy campaigns that support SHM Advocacy strategy</li> <li>▪ Liaise and communication with key SHM staff to ensure staff and volunteers are engaged, trained, resourced and empowered to support SHM advocacy efforts.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>▪ Coordinate the production of the publications outlined in the Communication Plan including Heartbeat, staff and volunteer publications and annual report</li> <li>▪ Coordinate the production of promotional material as required, this can include but not limited to brochures about services the Mission provides, flyers for the op shops and so forth.</li> <li>▪ Be proactive and innovative with stories to promote the Mission in supporter, staff and volunteer publications.</li> <li>▪ Support the organisation in the development of communication plans to support major projects across the organisation as determined in the communication plan.</li> </ul>
<b>OH&amp;S</b>	Exercise a duty of care to work safely, taking reasonable care to protect your own health and safety and that of your fellow workers, volunteers and clients including following safe working procedures and instructions
<b>RISK</b>	All SHM staff are responsible for considering, identifying and addressing risk (the effect of uncertainty on objectives) whether positive (opportunities) and/or negative (threats).

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<b>CQI (Continuous Quality Improvement)</b>	All SHM staff are responsible for identifying areas of the strategic plan that 'add value', and for implementing and monitoring CQI initiatives. Staff are open to new ways of doing things, respond to challenges with innovative ideas and solutions and promote a continuous quality improvement culture.
<b>TIC (Trauma Informed Care)</b>	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
- Valid driver's license to drive in Australia

**QUALIFICATIONS**

- Tertiary qualifications in Communication.

**KEY SELECTION CRITERIA**

- Media and communications experience
- Self motivation.
- Excellent communication and writing skills.
- Ability to work in a team to deliver an outcome
- Ability to work independently.
- Experience working in a values-based organisation.
- Commitment to social justice and social inclusion.
- Strong alignment to SHM Values

**APPROVED BY MANAGER** .....

**ACCEPTED BY STAFF MEMBER** .....

**DATE** .....

***POSITION DESCRIPTION SHOULD BE REVIEWED ANNUALLY OR WHEN POSITION CHANGES***

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