

## Position Description

### Communications Officer

#### Position summary

Reporting to the CEO, the Communications Officer will write promotional, corporate and fundraising copy in a range of styles for on-line and off-line publication. This includes writing funding submissions, social media posts, newsletters, annual reports, website copy, media releases, articles and blogs. In addition, this role involves maintaining and updating The Buttery's websites, social media activities and digital media presence.

#### Organisational relationships

**Direct reports:** Nil

**Internal and external relationships**

Internal relationships include CEO, Management, staff, Board, current participants. External relationships may include former participants, alumni with whom a relationship has been established, media representatives, donors, philanthropic trusts and foundations, regulators and the wider public.

Responsibilities	Outcomes
Assist CEO with submissions and/or tenders to Parliamentarians, government departments, funders and other correspondence as needed.	Knowledge and experience are applied to write and edit best-practice submissions that address funding criteria and contain a persuasive, well-researched case for funding.
Create and report on Electronic Direct Mail (Mailchimp)	There is an increase in leads for fundraising.
Manage lists for Electronic Direct Mails	There is increased efficacy of electronic Direct mail campaigns.
Develop and maintain relevant databases, including media contacts.	Spreadsheets of current contacts are kept up to date and are readily available to the CEO.
Project manage and coordinate events in consultation with the CEO.	Events are well planned and organised within the allocated budget.
	Suppliers of marketing materials, catering, and other events management logistics are identified and managed.
Design, produce and distribute event correspondence and promotional material.	Participation and engagement material are distributed for Buttery events.

Responsibilities	Outcomes
<b>Marketing and communication</b>	
Make recommendations to the CEO on marketing and communications.	<p>The CEO is advised of options in regard to media and communications to promote the Buttery.</p> <p>Links with relevant stakeholders including government departments and other not-for-profit organisations are improved.</p> <p>Signature blocks content is sourced in line with events relevant to The Buttery.</p>
Create newsletters.	Newsletters are disseminated regularly in a timely manner.
Create the Annual Report.	The Annual report meets statutory requirements and effectively communicates the scope and scale of The Buttery's mission to stakeholders.
Create media releases to market and support Buttery activities.	Current topics and emerging issues are researched, and appropriate commentary is provided.
<b>Online communications</b>	
Create website content.	<p>The Buttery's high SEO is maintained through accurate and well written copy.</p> <p>Awareness of The Buttery services is raised and enquiries to administration staff are minimised.</p> <p>Content is structured to improve readability and visual attractiveness.</p>
Generate stories for online and traditional media, both locally and nationally to market The Buttery.	The stories and articles increase awareness of services available, and SEO is correspondingly improved. The aspired rate is 10 or more articles per year.
Edit and proofread content provided by others.	Content meets correct grammatical guidelines.
<b>Social media</b>	
Strategically target social media advertising and Google with assistance from SEO consultant.	<p>SEO is increased with fresh Blog content.</p> <p>Potential new donors are attracted and engaged with increased awareness of The Buttery</p>
Drive and populate social media pages such as Facebook, Instagram and LinkedIn, etc.	<p>The reach capacity of digital campaigns is increased.</p> <p>Commentary and content is moderated, and The Buttery is represented positively.</p>
Execute, monitor and manage social media campaigns to market The Buttery.	<p>Content marketing results are monitored by calculating a conversion rate, comments, reader engagement, and visits to the website.</p> <p>Tactics are changed to improve the impact of campaigns where appropriate.</p>
Create a social media post schedule.	<p>Social media post schedules are created to ensure optimal impact.</p> <p>Evergreen content is created ahead of time and trending content is dropped into the schedule as it arises.</p>

Maintain awareness of current content, inclusive language and design trends.	Content is contemporary, inclusive and in line with current trends.
<b>Promotional projects</b>	
Take part in or manage projects or events relating to the promotion and positive reputation of the Buttery	The Reconciliation Action Plan Committee is supported.
	Other projects are completed as directed by the CEO.
<b>General</b>	
Be compliant with WHS requirements and take reasonable care to ensure your own safety and health and that of others. Abide by their duty of care provided for in the legislation. Ensure you do not place others at risk by any act or omission. Ensure you do not interfere with safety equipment.	There is demonstrated compliance with WHS requirements to ensure a safe and healthy workplace. This includes abiding by the non-smoking directive at the Buttery sites and complying with pandemic directives.
	Any injury, hazard or illness are reported immediately, where practical, to your manager.
Take an active role in building your resilience and preventing psychological injury. Take reasonable care for your health and safety and that of others who may be affected by your conduct.	The importance of wellbeing and self-care as a part of resilience is acknowledged. Strategies are implemented to maintain personal wellness and resilience. Clinical supervision or other supports are utilised, when needed.
Be compliant with codes, guidelines, policies, procedures, legislation, confidentiality and Standards and proactively engage with Buttery continuous quality improvement.	Codes, guidelines, policies, procedures, legislation, Standards and quality improvement processes are adhered to at all times. Changes and improvements are supported.
	All mandatory training programs and team meetings are attended.
	There is mandatory reporting of any suspected incidents of child abuse.
Support an environment free from discrimination, harassment, bullying and model appropriate standards of professional behaviour in the workplace.	Interactions with colleagues, residents, clients and stakeholders are undertaken in a courteous manner.
	Cultural and linguistic diversity is taken into consideration.
	There is positive feedback from others regarding your interactions.
Other duties relevant to the role as requested by the CEO.	

## Selection criteria

### Qualifications and checks

- Tertiary qualifications in Communications, Marketing, Journalism and/or Public Relations
- Current and valid Driver's Licence with an ability to undertake travel around the Buttery footprint
- A satisfactory Criminal Record Check and Working with Children Check and Covid vaccination

### Professional skills and experience

- Experience creating professional copy following approved processes
- Technical expertise in WordPress, and familiarity with marketing and data analysis with social media and Search Engine Optimisation (SEO) the Microsoft suite and video conferencing applications.
- Demonstrated media relations and partnership building experience
- Awareness of contemporary community services issues including AOD and mental health.
- Demonstrated commitment to cultural diversity, equal employment opportunity, legislative compliance and workplace health and safety.

### Interpersonal skills

- Strong verbal and written communication skills with the ability to collaborate as part of a team.
- Proactive with the ability to work autonomously and use time effectively.
- A reasonable level of health and resilience to fulfil the demands of the role.
- Flexible with an ability to thrive under pressure and enjoy new challenges.
- An innovative and creative approach to solving problems.

## Agreement

These conditions of employment, your duties and location may be varied by The Buttery during the term of your employment. The position description duties are to read in conjunction with the terms and conditions that form your contract of employment. I accept and agree to the duties in this position description. I understand and agree to abide by the terms and conditions stipulated.

Signature \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_