



## Digital Communications Officer Position Description

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**Position Title:** Digital Communications Officer

**Responsible Council:** NSW State Council

**Reports to:** Communications Manager

**Location:** Charles O'Neill House, 2c West Street, Lewisham, NSW

**Primary position objective:** Fulfil broad public relations and communication functions with a focus on all digital engagement and website requirements for the for St Vincent de Paul Society NSW. This includes managing Vinnies NSW social media presence, manage and update NSW website content; develop social media plans and provide NSW digital media platform analytics; create content including video for all social media channels; and other broad public relations and communications functions as needed.

### St Vincent de Paul Society

The St Vincent de Paul Society 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 by a 20 year old man named Frederic Ozanam in 1833, who with a group of friends, wanted to make a difference to the poverty and disadvantage that he saw around him in post-Revolution France. Leading by example and with boundless energy, Frederic started what is now a world-wide movement in just 20 short years. The St Vincent de Paul Society NSW 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.

Our members and volunteers provide assistance to people experiencing disadvantage including food parcels and vouchers, financial assistance, assistance with energy bills and other debt, budget counselling and the provision of other material items such as furniture, clothing and bedding and any other household items. Importantly, our members also provide vital emotional support and referral services as needed.

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

Our work is funded by all levels of government, the generous support we receive from the community and our 250 Retail Centres across NSW.

### Departmental Overview

Fundraising and Communications is a team of Society employees and volunteers dedicated to raising profile, awareness, funds and support for the 'good works' of the St Vincent de Paul Society. The Fundraising and Communications team encompasses a range of professional services, including; communications, public relations, media liaison, publications, fundraising, events & sponsorship, bequests, and marketing.

## Duties and Responsibilities

### Social Media

- Manage the Vinnies NSW social media presence, ensuring relevant and engaging content is posted on all channels daily;
- Manage a scheduling calendar and write daily tweets, Facebook posts and other content as required;
- Assist in the development and develop imagery, tiles, memes, macros and other visual content for social media as required;
- In coordination with Senior Communications Coordinator, develop video blogs and other video content for digital platforms as required;
- Respond promptly to messages received on social media in coordination with colleagues;
- Monitor social media trending items and relevant conversations, with a view to engaging with target audiences;
- Alert Communications Manager and other relevant staff of existing or emerging issues, such as negative or offensive commentary on Vinnies NSW platforms and/or other spaces.

### Website

- Manage the Vinnies NSW pages on the Vinnies national website, liaising with counterparts in Canberra as appropriate;
- Update pages and/or develop new content as appropriate;
- Review architecture of Vinnies NSW web content, and advise on and implement necessary changes.

### Planning and monitoring

- Work with Vinnies NSW departments (operational services, fundraising and communications, social justice, retail, membership) to develop monthly social media plan and calendar;
- Monitor Vinnies NSW digital media platform analytics, producing weekly performance report for colleagues across departments;
- Work with Senior Marketing and Campaign Coordinator to develop digital fundraising analytics

### Internal Liaison

- Advise and assist colleagues in the 10 Central Councils across the state on their local digital communications
- Advise and assist specialist colleagues (e.g. youth engagement team, disability services) across the state on their specific digital communications needs.

### Communications and PR

- Undertake broad communication functions including editing, writing and media releases and relations as needed.

## Essential Criteria

- Tertiary qualification in journalism, communications or a related discipline
- Strong writing skills with demonstrated experience writing for online channels.
- Experience with the creation of content in a website content management system.
- Demonstrated experience in planning and delivering email communications to a range of audiences.
- Demonstrated experience in developing messaging and copywriting for the digital environment.
- Experience in proactively and creatively analysing and managing content across web and social media channels to maximise opportunities

- Experience in preparation of digital assets using the Adobe Creative Suite
- Demonstrated knowledge and understanding of Content Management Systems and website optimisation
- Experience in preparing media release and writing articles for publications.
- Exceptional stakeholder management skills
- Computer proficiency including advanced MS Word, Excel,, and online database skills (e.g. Media Monitors)
- Proven capacity to work independently and as part of a team
- Excellent organisational and management skills
- Capacity to adhere to the Society's mission, ethos and Code of Conduct.

### **Desired Skills**

- Understanding of the Not for Profit sector
- Understanding of current affairs and social justice advocacy

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