**POSITION DESCRIPTION:**
**Communications Officer (NSW Sexual Violence Helpline)**

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| **Position Title:** | Communications Officer (NSW Sexual Violence Helpline) 12 Month Contract |
| **Classification:** | SCHADS Level 40.6 FTE12 Month Contract |
| **Position Number:** | 4.3.92 |
| **Reports To:** | CEO, Marketing and Communications Lead |
| **Direct Reports:** |   |
| **Team** | Marketing, Communications and Fundraising |
| **Key internal contacts** | Chief Executive Officer Director Clinical and Client ServicesMarketing and Communications Lead Head of Advocacy Fundraising Lead  |
| **Key external contacts** |  |

# PURPOSE OF THE POSITION

The Communications Officer (NSW Sexual Violence Helpline) will support our Marketing and Communications Lead and work collaboratively with our team to deliver key marketing and communication outcomes in relation to the NSW Sexual Violence Helpline, and ensure the organisation is best positioned to provide strong brand awareness, advocacy and promote our support services for those experiencing sexual, domestic and family violence.

KEY ACCOUNTABILITIES

The *Communications Officer (NSW Sexual Violence Helpline)* will:

* Support communications and marketing activities of the NSW Sexual Violence Helpline and other initiatives.
* Undertake planning, design, content creation and implementation for social media campaigns to promote service and brand awareness.
* Work with internal and external stakeholders to develop new resources and branded materials in support of the NSW Sexual Violence Helpline.
* Track and monitor the performance of campaign activity, advertising and promotions against KPIs.
* Draft and publish digital communications materials including via the CRM, newsletter and website.
* Participate in events and community outreach as required to promote the NSW Sexual Violence Helpline.
* Maintain key resources, databases, systems and directories.
* Other activities as required.

The *Communications Officer (NSW Sexual Violence Helpline)* will also:

* Comply with the organisation’s policies and procedures.
* Work in accordance with the organisation’s best practice and quality assurance framework.
* Participate in the organisation’s projects and activities.
* Attend and actively participate in the organisation’s meetings.
* Maintain an awareness of sociopolitical and feminist issues.
* Participate in professional development.
* Ensure work practices are ethical and comply with Full Stop Australia Code of Ethics and the code of the any professional associations the employee may be a member of.

KNOWLEDGE, SKILLS AND EXPERIENCE

**Essential**

* Commitment to and understanding of intersectional feminist perspectives on gender-based violence.
* Demonstrated ability in working cross-culturally.
* Knowledge of the Women’s Health and NGO sector.
* Passion for developing engaging social media content.
* A basic understanding of graphic design tools (Canva, Indesign or Illustrator).
* A basic understanding of Campaign and CRM Management system (Hubspot or similar).
* Excellent attention to detail.
* Excellent verbal, written and interpersonal skills.
* Demonstrated capability to write effectively for different audiences.
* Tertiary qualifications or 2 years of relevant experience in marketing, communications or related areas.

### **Desirable**

* Demonstrated experience developing and delivering social media campaigns.

Sighted and agreed to by <Position Title>:

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| **Name:** |  |
| **Signature:** |  |
| **Date:** | DD/MM/YYYY |

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| **Current as at:**  |  |
| **Review due:** |  |
| **Consultation by:** | <List Appropriate> |
| **Approval by:** | Board, where changes are made |