

POSITION DESCRIPTION

Position Title:	Communications Officer
Grading:	Administrative Officer Level 5
Status:	Full time
Location:	Newington
Responsible to:	Marketing Manager
Responsible for:	No Subordinates

Our Organisation

Family Planning NSW is the leading provider of reproductive and sexual health services in NSW. As an independent not-for-profit organisation we offer expert clinical care, information and advice for every body in every family as well as education and training and evidence-based research to support doctors, nurses and other professionals.

Family Planning NSW is committed to excellence in meeting the reproductive and sexual health needs of the community. We achieve this by providing best practice, accredited clinical services, enhancing the knowledge and skills of service providers, improving the body of knowledge about reproductive and sexual health through rigorous research and evaluation, and leading international development projects to promote the rights of marginalised people in developing countries.

Position Overview

This position works within the Marketing and Communications team and is multi-faceted taking in responsibilities across internal communications, marketing, media and social media. The communications officer is responsible for assisting in the development and implementation of communications and marketing plans, corporate collateral and other initiatives for use within and external to the organisation.

The Communications Officer will work with the Executive, and other senior managers to prepare marketing and communication strategies and materials on behalf of Family Planning NSW and will support the work of the Marketing Manager and Media Advisor.

The role demands a dynamic individual with proven experience in marketing and communications and excellent interpersonal and writing skills. An ability to utilise your existing networks and apply your organisational and creative skills (marketing and communication), will be key to your success in the role.

In addition, a proven ability to prepare documentation that builds the profile of the organisation and deliver quantifiable results, while being sensitive to the organisation's cultural and development issues, is paramount.

Selection Criteria

Essential (Including Qualifications)

- Tertiary qualifications in a relevant discipline (media, marketing, communications, journalism, arts);
- Excellent verbal and written communications skills (please provide two examples of written work on any platform with your application);
- Demonstrated experience in organisational social media communication and/or digital marketing, including the ability to use social media tools as part of communication, media and marketing strategies;

- Demonstrated experience developing and curating a social media calendar, schedule and strategy

An understanding of media relations, media strategies, and the development of media releases and key messages documents

- An understanding of marketing and communications strategies, including audience segmentation ;
- An ability to work to deadlines and manage competing priorities;

Desirable

- Basic graphic design skills.

Values

- Must be pro-choice
- Must support the Family Planning NSW values:
 - Human rights focus - promoting the rights of all people to reproductive and sexual health
 - Integrity - maintaining a strong ethical base, being accountable and transparent
 - Inclusiveness - valuing and respecting diversity without judgement
 - Equity of access - ensuring access to our services for all including priority populations
 - Client centred - placing the needs of the whole person at the centre of our work
 - Commitment to excellence - ensuring high standards in all our work

Other requirements

- A Criminal Record Check and/or Working With Children Check is/are required prior to commencement in this role

Key Responsibilities

Working within the Communications and Marketing team, the communications officer will:

Media

- Where required, respond to media requests and assist in the drafting of key messages and briefings for spokespeople;
- Develop materials and support the Media Advisor with pitching pro-active media materials to promote the organisation's core work
- Identify, build and foster relationships with media to support the organisation's work
- Support the media advisor during peak contentious issues activity
- Develop content to be used across all the organisation's platforms and publications in the organisation's voice and style;
- Implement the media plan for the organisation as advised by the organisation's Media Advisor;
- Develop and maintain a schedule of social posts central to the organisation's work and business goals and which informs the CEO, Executive and Media Advisor of planned activity

- Regularly post to and manage content on the organisation's social media channels and website;
- Perform the organisation's media monitoring and identify opportunities and risks for the organisation;
- Monitor social media platforms and advise the Media Adviser of critical or sensitive issues as they arise.

Marketing

- Collate content from the four pillars of the organisation (education, clinical, health promotion and international), as well as the support services and write copy to be used across all the organisation's platforms and publications;
- Manage and update the EDM calendar;
- Manage the updating of the stakeholder databases for marketing
- Ensure the regular external email updates (EDM) required by the organisation's contractual obligations are written and sent in accordance with the EDM calendar to relevant stakeholders
- Assist in market analysis to assist for development of the marketing plan;
- Support the Marketing Manager in implementing the marketing plans for the organisation;

Communications

- Ensure the regular internal email updates (EDM) scheduled in the EDM calendar are written and sent
- Implement the communication plans for the organisation;

General

- Contribute to the organisation's marketing, media, communications and business plans;
- Provide proofreading when required;
- Regularly monitor media and provide reports as required;
- Undertake tasks to support the advocacy of the organisation within the scope of their skills;
- Other tasks as required by the Marketing Manager.

Financial and resource management / administration

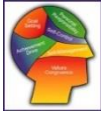



- Maintain appropriate resource allocation, and effective management and administrative practices, in accordance with organisational policies, processes and delegations of FPNSW.

Work health and safety

- All employees are responsible to ensure they work in a manner which minimises the risk of injury to themselves, other workers, clients and visitors
- Managers are responsible for ensuring that safe work practices are in place and all employees abide by safety instructions
- Any potential risk should be reported to the employee's manager immediately for investigation and remedy

- Any breaches of safety procedures must be reported through the incident management procedures and any employee found breaching safety requirements will be subject to disciplinary action which may include termination of employment

Family Planning NSW Capability Framework

Capability Group	Capability Name	Level Descriptor
Personal Attributes 	Display Resilience and Courage Be open and honest, prepared to express your views, and willing to accept and commit to change	Intermediate
	Act with Integrity Be ethical and professional, and adhere to the Family Planning NSW values	Adept
	Manage Self Show drive and motivation, a measured approach and a commitment to learning	Adept
	Value Diversity Show respect for diverse backgrounds, experiences and perspectives	Adept
	Communicate Effectively Communicate clearly, actively listen to others and respond with respect	Advanced
Relationships 	Commit to Customer Service Provide customer centric services in line with organisational objectives	Adept
	Work Collaboratively Collaborate with others and value their contribution	Adept
	Influence and Negotiate Gain consensus and commitment from others and resolve issues and conflicts	Adept
	Deliver Results Achieve results through efficient use of resources and a commitment to quality outcomes	Intermediate
Results 	Plan and Prioritise Plan to achieve priority outcomes and respond flexibly to changing circumstances	Adept
	Think and Solve Problems Think, analyse and consider the broader context to develop practical solutions	Intermediate
	Demonstrate Accountability Be responsible for own actions, adhere to legislation and policy and be proactive to address risk	Adept
	Finance Understand and apply financial processes to achieve value for money and minimise financial risk	Intermediate
Business Enablers 	Technology Understand and use available technologies to maximise efficiencies and effectiveness	Advanced
	Procurement and Contract Management Understand and apply procurement processes to ensure effective purchasing and contract performance	Adept
	Project Management Understand and apply effective planning, coordination and control methods	Adept

Verification

This section verifies that the position holder and supervisor have read the above position description and are satisfied that it accurately describes the position.

Position holder:

Name:

Signature:

Date:

Supervisor:

Name:

Signature:

Date: