

DIGITAL COMMUNICATIONS & ENGAGEMENT OFFICER POSITION DESCRIPTION

1. POSITION DETAILS	
Position Title	Digital Communications Officer
Reports To	Communications Coordinator
Level	Based on SCHADS Level 4
Hours	Part-time
Date	September 2021
2. POSITION CONTEXT	
Organisational Overview	<p>The South Australian Council of Social Service (SACOSS) is the independent peak body for the non-government health and community services sector in South Australia.</p> <p>Established in 1946, SACOSS has now been advocating, collaborating, leading and mobilising to eliminate poverty, inequality and injustice in South Australia for more than 70 years.</p> <p>As a small, dynamic peak body, we have a number of key roles, including to:</p> <ul style="list-style-type: none"> • Represent and give voice to the interests of people who currently experience poverty, inequality and injustice and the sector which supports them. • Research, develop policy and advocate on issues affecting disadvantaged South Australians and the sector that serves them. • Disseminate important information from the government to the community sector and from our sector back to government and the broader community. • Build the capacity of the health and community services sector and people faced with disadvantage to better respond to their circumstances. <p>These roles underpin a five-year Strategic Plan.</p> <p>SACOSS is governed by a Board, and has a Policy Council which meets monthly to discuss and input in policy issues.</p>
Position Purpose	To assist the Communications Coordinator with internal and external communications output to ensure SACOSS has a consistent voice to engage a wide audience and lead to social change. This includes assisting with all communications channels and tasks, including producing digital content and managing our social media presence.
Position Level Descriptor	The Digital Communications & Engagement Officer works under direction from the Communications Coordinator and applies digital skills and knowledge in the production of all SACOSS communications. They are expected to have a working knowledge of SACOSS' activity and policies and be able to work independently and accountably on agreed tasks.
Accountability	The Digital Communications Officer reports directly to the Communications Coordinator.

Special Conditions	<ul style="list-style-type: none"> Some out of hours work is required. <p>Current police check may be required</p>
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3. PRIMARY RESPONSIBILITIES

AREA	KEY ROLES
Communications Production	<ul style="list-style-type: none"> Assist the Communications Coordinator with all communications channels and tasks, including producing digital content and managing our social media presence. Write, edit and design digital and printed content, including but not limited to email/EDM, digital advertisements, fact sheets, member advisories, conference flyers, promotional materials and sections of the Annual Report etc. ensuring information conveyed is accurate and up-to-date. Curate content for SACOSS' social media accounts, email marketing and website, by sourcing, creating and promoting audience-appropriate, engaging content Building SACOSS' online footprint (central brand as well as other SACOSS identities i.e. CEO on Twitter etc) and growing its social media following. Develop interactive and timely social media output utilising SACOSS' LinkedIn, Twitter and Facebook. Regularly review the content on SACOSS' social media and website platforms to ensure content is up to date Assess online analytics to drive reach and connections to members and key audiences Provide support for member recruitment and event related communications. Create digital assets including photography and video in order to support key messages Ensure all communications are brand aligned
Sector Development	<ul style="list-style-type: none"> Identify and draw on the expertise of individual members, member organisations and people who have life experiences relevant to our mission to showcase new ideas, successful programs and the impacts of current social policies through SACOSS' communications channels Assist as a change agent in promoting our policy platforms Promote and initiate opportunities that enhance and support our members and the sector to increase their confidence with media and their own mainstream media presence.
Organisational Development & Administration Support	<ul style="list-style-type: none"> Enhance SACOSS' communication and campaigning capacity by connecting and collaborating with communications and media officers in Council of Social Service offices around Australia (through the COSS Comms network) and in other not-for-profits throughout SA. Help to maintain effective records, data, file management and document storage systems, including updating database, mail distribution system and member records.

4. SKILLS / KNOWLEDGE / EXPERIENCE PROFILE

Experience/Knowledge – ESSENTIAL:

- A tertiary qualification and/or notable experience in Marketing, Communications or equivalent (those currently enrolled in a relevant degree will be considered)
- High-level written and verbal communication skills, and skills in editing content for publication.
- Content creation and execution experience in websites (including CMS) and social media platforms including Facebook, Twitter, LinkedIn, YouTube.
- Extensive social media management experience, including in monitoring communication platforms.
- Skills and experience in creating exceptional visual content for online and print.
- Experience in, and passion for, communicating stories through visual mediums, including still and video photography, and video editing.
- Motivation to engage and manage contact with multiple stakeholders and audiences through online platforms, particularly through engaging, brand-aligned content for various channels including social media, website, email and print.
- Be committed, driven, resilient and comfortable working in a dynamic, fast-paced environment within a small team.
- Experience managing competing priorities and meeting deadlines.
- Awareness of and sensitivity to the political, social, environmental and economic issues in which SACOSS operates and which impact on and heighten the vulnerability of low income and disadvantaged people in South Australia.

Desirable

- Experience using the Adobe Creative Suite including InDesign and Photoshop
- Experience using CRM databases

5. ACKNOWLEDGEMENT

Communications Coordinator	Eva O’Driscoll	Signature	Date
Employee Name		Signature	Date