

POSITION DESCRIPTION

POSITION	Communications Officer
EMPLOYER	Prace
RESPONSIBLE TO	Marketing Coordinator
LOCATION	Merrilands Community Centre,
CLASSIFICATION:	Adult Education Officer 5
CONDITIONS:	Casual, up to 15 hour per week Hourly rate \$40.54 Satisfactory National Police Records Check (essential) Working with Children's check or VIT Registration (essential) 6-month probation Refer to the Neighbourhood Houses & Adult Community Education Centres Workplace Agreement 2016 for all other conditions

ORGANISATIONAL VISION

Changing lives through education

ORGANISATIONAL FOCUS

Through the provision of accessible education opportunities that engender self-reliance and hope, we shape the community of tomorrow and break the cycle of poverty and disadvantage to enable people to improve their quality of life.

ORGANISATIONAL CONTEXT

Prace has, for nearly 30 years, provided innovative and high quality Adult Community Education (ACE) programs. Over this period Prace has increased significantly in size and scope of activities and currently receives funding from a range of local, state and federal government departments for pre-accredited and accredited as well as a range of community development and management activities.

Prace is :

- A Learn Local provider - delivering adult education and training programs through ACFE;
- A Registered Training Organisation (RTO) - a provider of accredited education and training programs recognised throughout Australia
- A funded Neighbourhood House
- A Registered Charity
- An Independent School: Prace College

Prace also manages the Merrilands Community Centre on behalf of the City of Darebin, supporting over 20 community groups who access the Centre. The Prace program, both education and community development, operates across 2 Prace managed sites, Merrilands Community Centre and Prace Mernda Campus, as well as in a range of other community venues within the Northern growth corridor of Melbourne.

POSITION SUMMARY

The Communication Officer (casual) supports the Prace Marketing Coordinator and Communications Officer in implementing social media schedules and designing and developing a range of marketing collateral, including flyers and brochures.

JOB COMPLEXITY

The Communications Officer will work under the supervision of the Prace Marketing Coordinator, while working closely with other key management and coordination staff as required to complete social media posts and general marketing collateral as directed.

KEY RESPONSIBILITIES AND DUTIES

Social Media

- Follow Prace's social media plan and schedule
- Regularly post engaging content on the Prace's social media platforms.
- Respond to messages, comments and enquiries.
- Identify and develop content topics to reach Prace's target markets and stakeholders, including interviewing teachers, students and partners.
- Curate and manage published content (images, video, written)

Digital Communication

- Design and distribute EDMs, and track and report on EDM analytics.
- Create and maintain databases as required.

Publications and design

- Develop, design and distribute marketing collateral and publications in line with the Prace's marketing and communications strategies,
- Produce of posters, fliers and print materials for Prace's programs, service and/or events, where required. •
- Maintain computer-based photo and video library resources and student permissions.
- Work with external suppliers as required.

General

- Support Prace safe work practices and assist in promoting safety as a requirement of day-to-day operations.
- Contribute to organisation's commitment to providing child safe environment
- Ensure continued familiarity with Prace policies, procedures and Strategic Plan as relevant to position
- Work in concert with all Prace staff to realise Prace's values, mission, vision and Prace's College's school philosophy
- Maintain and develop one's own professional capability_as relates to this position

The incumbent can expect to be allocated duties, not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this classification.

OCCUPATIONAL HEALTH AND SAFETY (OHS) AND ENVIRONMENTAL HEALTH AND SAFETY (EHS) RESPONSIBILITIES

All staff are responsible for the following safe work procedures and instructions:

Employees must:

- Comply with the PRACE OH&S Policies and Procedures
- Adopt work practices that support health and safety in the workplace
- Take reasonable care for the safety of his/her own health and safety and that of other people who may be affected by their conduct in the workplace
- Seek guidance for all new or modified work procedures
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor
- Participate in meetings, training and other environment, health and safety activities
- Not wilfully place at risk the health or safety of any person in the work place
- Not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare
- Cooperate with PRACE in relation to activities taken by PRACE to comply with Occupational, Health and Safety and environmental legislation.

Supervisors are responsible for:

- Developing new work procedures, as required, in conjunction with relevant persons
- Providing all staff with relevant health and safety information in an appropriate manner
- Providing adequate supervision through technical guidance and support
- Providing appropriate facilities for safe storage, handling and transport of hazardous

substances

- Ensuring that all accidents and incidents are reported.

The organisation has a responsibility to:

- Provide a work environment which meets OH&S legislative requirements
- Regularly review current work sites and new sites prior to service delivery in order to determine that they meet OH&S standards.

EQUITY AND DIVERSITY

PRACE is committed to equal opportunity in education, employment and welfare for staff and students.

PRACE and its staff are required to operate under the Equal Opportunity and Non-discrimination legislation which includes:

- Age Discrimination Act 2004
- Australian Human Rights Commission Act 1986
- Disability Discrimination Act 1992
- Racial Discrimination Act 1975
- Sex Discrimination Act 1984

Through our commitment to diversity and equality, PRACE is actively engaged in promoting and maintaining a safe and inclusive work environment where all employees are respected, valued and supported. PRACE advocates for building safer communities.

CHILD SAFETY

PRACE intentionally promotes and protects the interests and safety of children, and a child-safe environment for all children and young people in its care.

This will be achieved by:

- having a zero tolerance for child abuse
- working to actively listen to and empower children
- having systems to protect children from abuse, and will take all allegations and concerns very seriously and responding to them consistently in line with the organisation's policies and procedures
- being committed to promoting cultural safety for Aboriginal children, cultural safety for children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability
- engaging only the most suitable people to work with children along with providing high quality supervision and professional development.

GOVERNANCE

PRACE is governed by a Board of Management with strong representation for all key operational areas.

PRACE's strategic growth over the past 5-6 years reflects a depth of governance skills on the Board, as well as a strong ability to respond to opportunities as they arise. The Board of Management is committed to open and transparent governance processes that embrace a culture of continuous improvement and critical self-evaluation.

All business activities are reported to the Board of Management.

KEY SELECTION CRITERIA

Essential:

1. Relevant tertiary qualification/s and experience
 - Social media posts
 - Collateral design
 - EDM development
2. Ability to use relevant computer packages including the Google Suite, Microsoft suite Adobe products (Illustrator, InDesign, Photoshop), Canva, and Mailchimp.
3. Demonstrated self-management skills
 - Set priorities, manage own time, plan and organise own work within agreed timelines.
 - Achieve objectives within set time frames and budgets.
4. Demonstrated knowledge and understanding of social media platforms, their users (Facebook, Instagram and LinkedIn) and how each platform can be deployed in different scenarios.
5. Experienced in sourcing, developing, curating and publishing engaging and 'social' online content.
6. Excellent interpersonal skills
 - Ability to communicate orally and negotiate effectively with a wide variety of people
 - Ability to work independently and in teams / groups.

Desirable:

1. Experience working in a community service or public education organization

This position description is approved by:

Employee's Signature:

Date:

Supervisor's Signature:

Date: