

## POSITION DESCRIPTION

<b>Position Title</b>	Communications Adviser
<b>Program</b>	Shared Services
<b>Award</b>	Social, Community, Home Care and Disability Services Industry Award 2010 (SCHCADS) Grade 5.1 - with salary and remuneration packaging
<b>FTE</b>	0.6 – 0.8 FTE (3- 4 days/week negotiable)
<b>Reports to</b>	Communications Strategist
<b>Location</b>	140 Grange Road, Carnegie
<b>Hybrid/onsite</b>	Hybrid working arrangements can be negotiated in line with SHARC policy
<b>Employment Type</b>	Part-time, ongoing
<b>Date of Review</b>	1 May 2025

### About SHARC

Established in 1995, SHARC is a community of people impacted by alcohol, drugs and gambling, including family, friends and supporters. Together, we work towards an Australian society where our communities' lived expertise is at the heart of inclusive communities, services, and systems.

**Our Vision:** Lived expertise is at the heart of inclusive communities and services, where people proudly share their experiences and support each other in a society free of stigma and discrimination.

**Our Purpose:** We transform lives, services and society through our community's lived experience of alcohol and other drugs, gambling and related harms. We create change by being ourselves, supporting one another, telling our stories, sharing our knowledge, advocating and building allyships.

SHARC places a priority on a positive, supportive, and productive work environment. Our services operate within an empowerment framework which maximises clients' and volunteers' opportunities for self-responsibility, mutual support and participation.

We transform lives, services and society through our community's lived experience of alcohol and other drugs, gambling and related harms.

**People with lived and living experience, Aboriginal and Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds bring highly valued skills to our workforce.**

**SHARC is an equal opportunity employer that offers generous salary packaging and opportunities to undertake professional training and development.**

## About the Program

### Shared Services

Shared Services includes Finance, IT, Contracts, Human Resources, Occupational Health and Safety, Quality Management Systems and Communications and Marketing.

## Position Objective

With the support of the Communications Strategist, the Communications Adviser provides communications services and marketing support to SHARC's programs and services. This role has day-to-day responsibility for developing accurate, timely and engaging content, materials, and campaigns for a range of internal and external channels and audiences.

## Position Responsibilities

### Content creation and management

- Develop, schedule, and manage content across various platforms including social media, newsletters, EDMs and website to engage and inform stakeholders and partners, including staff, volunteers, members, and the wider community
- Lead day-to-day activities relating to maintaining SHARC's website to ensure it is current and relatable to our audiences, and contribute to the redevelopment of the website
- Work with program managers to develop a range of resources and provide communications support to SHARC's programs and services
- Create and maintain a content calendar to ensure consistent messaging and timely communication across internal and external channels
- Co-ordinate and execute regular internal and external communications (e.g., monthly newsletters) on behalf of SHARC
- Manage the co-ordination of annual or one-off publications
- Assist with the production of organisational documents and publications such as presentation and marketing materials, brochures, reports, and resources
- Support external communications with consumers, partners, supporters, community organisations and local government
- Grow SHARC's audience through the design and development of stakeholder journeys and engagement

### Social media

- Day-to-day social media management including approvals, scheduling, and publishing
- Grow the organisation's social media presence across platforms, increasing reach and engagement on SHARC's existing channels and establishing a presence on new channels
- Create impactful social media plans and content for advocacy and other campaigns, including simple design (e.g., social media tiles, infographics)

- Track analytics to measure the effectiveness of social media campaigns, reporting on key metrics

## Internal communications

- Work with the leadership and program teams to coordinate and execute up-to-date and relevant internal communications (e.g., newsletters, all-staff emails) to keep SHARC's staff, volunteers and community informed about organisational updates, events, and other initiatives
- Provide support for internal activities such as events (e.g., staff meetings, celebrations etc)

## Other

- Assist with the delivery of communications priorities identified in SHARC's strategic and operational plans and implementation of the organisation's communications strategy
- Assist with organising in-person events, e.g., the AGM, and host/provide technical support for online events, e.g., webinars
- Contribute to the monitoring, evaluation and reporting of SHARC's communications activities
- Other duties as required

## Key Working Relationships

Internal:	External:
Communications Strategist	Members of the public
Leadership team	Contractors
Manager, Organisational Support and Development	Partners
	Graphic designers

## Selection Criteria

### Essential:

- Tertiary qualifications in communications, marketing, or a related discipline with relevant experience, or extensive experience and specialist expertise in communications/marketing
- Excellent writing, editing, and storytelling skills, with a demonstrated ability to communicate complex concepts via concise and engaging content for a range of audiences across various platforms (e.g., website, newsletters, EDMs)
- Exceptional time management skills with the ability to manage competing priorities to multiple deadlines
- Advanced digital media skills, with proven experience managing and growing an organisation's digital presence, including social media and EDM database

- Technical knowledge of and experience with CRM, SEO, and website coding
- Competence in Microsoft Office Suite and mailing platforms such as Mailchimp

**Highly desirable:**

- An understanding of the complex issues faced by people with lived and living experience of substance use and/or gambling and/or associated harms; people with relevant lived experience are strongly encouraged to apply
- Demonstrated experience in a similar communications or marketing role at a not-for-profit or community organisation
- Experience and proficiency in platforms such as NationBuilder, Canva and Word Press
- Experience with creating and editing multimedia materials, e.g., simple videos, interactive content

**Attributes:**

- A genuine desire to work for an organisation that makes a difference
- Strong communication and interpersonal skills
- High level of accuracy and attention to detail
- Effective time management and prioritisation skills, including the ability to be flexible and responsive to changing needs and priorities
- Proactive and solutions-focused
- An ability to work sensitively with people of diverse cultures, backgrounds, abilities, ages, sexualities, and gender identities
- Demonstrated ability to work in a team environment

## Additional Requirements

All employees are required to:

- Obtain a valid Working with Children Check for this position; a police check will be administered for preferred candidates.
- Report to management any criminal charges or convictions you receive during your employment.
- Comply with relevant policies and guidelines.
- Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures.
- Fully co-operate with SHARC in any action considered necessary to maintain a working environment which is safe, and without risk to health.
- Take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

- Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at SHARC.
- Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to SHARC management. SHARC is committed to child safety and is a Child Safe organisation.
- Be aware of and comply with the SHARC Code of Conduct.
- Participate in mandatory training requirements to support the delivery of a safe and effective service
- Have valid working rights to work in Australia.

## General Information

- New employees at SHARC are subject to a six-month probation period.
- Employment terms and conditions are provided in accordance with SCHADS Award.
- Salary Packaging is available in accordance with current legislation.
- Hybrid working arrangements may be negotiated with the relevant manager in accordance with SHARC policy.
- SHARC is an equal opportunity employer and is committed to providing for its employees a work environment which is free of harassment and/or discrimination. The organisation promotes diversity and awareness in the workplace.
- Under the Accident Compensation Act, it is the applicant's duty to advise SHARC of any pre-existing condition, which could be aggravated by the type of employment they are applying for. Failure to do so seriously jeopardises any entitlement the employee might have for a work-related aggravation of that non-disclosed pre-existing condition.
- This position description is intended to describe the general nature and level of work to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required.
- SHARC reserves the right to modify position descriptions as required. Employees will be consulted when this occurs.
- Redeployment to other services or sites within SHARC may be required.
- Occasional out of hours work may be required.

I confirm I have read the Position Description, understand its content, and agree to work in accordance with the requirements of the position.

**Employee Name:**

**Employee Signature:**

**Date:**

**Approved by Chief Executive Officer (signed):**