Position Description: Media and Communications Officer

Position Title: Media and Communications Officer
Program Area: Policy and Communications Program
Reporting to: Manager, Policy and Communications
EFT: Negotiable (0.6 EFT to full time may be available)
Award: Social, Community, Home Care & Disability Industry Award 2010
Current Incumbent: Vacant

About CHP

Established in 1972, the Council to Homeless Persons (CHP) is the peak Victorian body representing organisations and individuals with an interest in and commitment to ending homelessness.

The Vision:
CHP envisions an end to homelessness in Victoria.

The Mission:
CHP works to end homelessness through leadership in policy, advocacy, capacity building and consumer participation.

CHP’s Guiding Principles
CHP is driven by underlying principles that give focus to its belief that homelessness is unacceptable, avoidable and within our reach to resolve. To that end, we will:

- Maximise effective consumer engagement in the development of homelessness policy and practice development;
- Provide leadership on ending homelessness by developing, supporting and promoting evidence-based research, policy and practice;
- Build the capacity of CHP members, and the homelessness and broader service sectors to achieve the best outcomes for people who experience homelessness;
- Influence as strategically and effectively as possible to achieve our mission;
- Bolster homelessness services as key actors in a solution-focused response, while continuing to make ending homelessness everyone’s business; and
- Strengthen cross-sector collaboration to strengthen a shared commitment to ending homelessness.

CHP is a public company limited by guarantee, and governed by a Board of Directors that work in conjunction with the Chief Executive Officer (CEO).
There are approximately nine staff at the CHP office currently based in Collingwood. CHP includes a Policy and Communications Program which undertakes policy advocacy, produces the national homelessness publication ‘Parity’ and builds sector capacity.

CHP also has a Consumer Program, which includes the Homeless Advocacy Service (HAS), and the Peer Education and Support Program (PESP).

About the role:

The purpose of the Media and Communications Officer role is to ensure that CHP’s communications are effective, targeted and credible. The position will develop and implement strategies to raise CHP’s media profile, as well as the profile of issues related to ending homelessness.

This Media and Communications Officer will work with both CHP programs to:
- develop strategies and create content to support CHP’s advocacy objectives
- strengthen CHP’s role as a trusted voice on ending homelessness
- build the political and community will to invest in solutions to homelessness
- deliver on CHP’s Strategic Directions

Duties and essential job functions

General responsibilities
- Demonstrate CHP guiding principles in work conduct
- Engage in professional and ethical conduct at all times
- Work within the organisation’s policy and practice guidelines as set out in the CHP policy manual

Media communications
- Develop and maintain relationships with journalists and media outlets
- Develop, implement and evaluate CHP’s media strategy in consultation with the Manager – Policy and Communications
- Monitor daily media and advise on reactive media opportunities
- Develop and pitch proactive media opportunities in consultation with CHP programs.
- Write and distribute media releases and op-eds

CHP communications
- Lead production of CHP’s communication materials including the CHP fortnightly eNewsletter, Sector Bulletins, brochures and promotional material
- Support the marketing and communication of CHP services such as PESP, HAS and Parity magazine
- Lead and monitor implementation of a CHP style guide for all external and (where appropriate) internal communications materials
Contribute to the development and delivery of communication strategies for events, forums and policy submissions.

Copy edit CHP publications

Develop and implement CHP’s advocacy strategies campaigns, in consultation with the Manager Policy and Communications.

CHP online

Maintain oversight of CHP’s website, including updating relevant information

Develop, implement and evaluate CHP’s social media strategy in consultation with the Manager – Policy and Communications

Develop online communication materials including video content

Reporting and administrative responsibilities

Provide monthly reports to the Manager, Policy and Communications Unit.

Organisational relationships & accountability

The Policy and Communications Officer reports directly to the Manager, Policy and Communications.

Key internal contacts include all CHP staff and CHP stakeholders as directed by the Manager Policy and Communications.

Key selection criteria

Mandatory:

1. Tertiary qualification in Public Relations, Journalism or a related field.
2. Extensive experience in copywriting and proofreading within a Public Relations, Journalism or Communications role.
3. Previous experience in media relations and a track record in securing media coverage.
4. Experience in online communications including: developing and implementing online strategies and maintaining websites.
5. Demonstrated ability to work independently and flexibly, as well as cooperatively as part of a team.
6. Demonstrated ability to organise work, manage time, determine priorities and meet deadlines.
7. Commitment to social justice and the mission and vision of CHP

Desirable:

Knowledge of issues relating to homelessness in Australia.
Experience in planning and managing campaign activities.

**Conditions of employment:**

**Other duties as required**
The duties within this position description may be varied from time to time by the Manager, Policy and Communication Unit and/or CEO to meet organisational requirements. Any variation shall be done so in consultation with the position incumbent.

**General conditions of employment**
The successful candidate must achieve a satisfactory Police Check and Working with Children Check prior to an offer of employment being accepted.

The hours of work for a 1 EFT position are 38 hours per week or prorata.

Employment under the Social, Community, Home Care & Disability Industry Award 2010 Salary Packaging outside of superannuation is available.

Pre-employment checks may include a requirement for proof of identity, evidence and currency of qualifications, driver’s licence and other relevant personal documentation.

Referee checks on at least two independent referees are mandatory and will be conducted prior to an offer of employment being made.

**How to apply**

Applications should include a current CV and outline experience against the key selection criteria.

**Applications close 5pm, Monday 14 October 2013** and can be emailed to lynette@chp.org.au

For any enquiries about the role contact: Sarah Toohey, Manager Policy and Communications on 8415 6204 or saraht@chp.org.au