

Western Australian Council of Social Service Inc Communications Officer

Position Title	Communications Officer
Classification Level	WACOSS Staff Agreement Salary Scale 3 Two days/week fixed-term contract to 30 June 2026, with possibility of extension
Salary	Level 3 (\$83,618 to \$102,075 pro-rata) plus superannuation
Reporting line and roles under direct responsibility	Advocacy Lead

Primary Objectives

This position oversees the development and execution of an integrated digital communications strategy to:

- Shape the public debate and influence decision makers
- Keep WACOSS members, the community services sector and other key stakeholders informed about WACOSS's work and important issues affecting the sector
- Turn WACOSS's work into news stories, as well as engaging content suitable for all WACOSS communications channels
- Build WACOSS's profile as a "go-to" organisation and thought leader on social justice and social policy matters.

Key Duties and Responsibilities

<p>Communications & Social Media</p>	<ul style="list-style-type: none"> • Build WACOSS’s digital audience and engagement by sourcing, creating and producing compelling content for digital platforms. • Manage and maintain the organisation’s multimedia assets (including photos, videos and graphics) to support communications activities. • Keep WACOSS members, the community services sector and other key stakeholders informed about WACOSS’s work and important issues affecting the sector by: <ul style="list-style-type: none"> ○ Developing content for WACOSS communications channels and ○ Maintaining and regularly updating website content. • Identify opportunities to position WACOSS as a thought leader in the sector. • Monitor and report on the impact of communications, including social media, website and newsletters. • Design and implement member surveys as required.
<p>Brand and Events Marketing</p>	<ul style="list-style-type: none"> • Ensure WACOSS brand compliance and maintenance of a clear visual identity across all communications channels. • Ensure all WACOSS events are promoted via WACOSS platforms, including social media, website and newsletters. • Liaise and work with the Administration Team to develop a strategy and content to promote all WACOSS events. • Design and implement events surveys as required.

<p>WACOSS</p>	<ul style="list-style-type: none"> • Participate in team meetings, the development of strategic and operational plans and other internal processes as required. • Maintain and improve WACOSS internal communications channels. • Demonstrate commitment to WACOSS Mission, Vision and Values.
<p>OH&S</p>	<ul style="list-style-type: none"> • Employees are required to take reasonable care for their own safety and health at work and to avoid harming the safety and health of other people through any act or omission at work. WACOSS OHS information is available upon request.
<p>Other Duties</p>	<ul style="list-style-type: none"> • Other duties as required

Selection Criteria

Essential

- Demonstrated ability to successfully create content across major social media platforms, including tailoring content for different audiences, to deliver measurable outcomes
- Demonstrated experience in using social media analytics to report on performance
- Experience using digital and social media platforms in an advocacy context, including campaigns
- Excellent writing skills and experience in writing for a wide variety of audiences and channels
- Experience in translating complex ideas into plain English
- Experience in managing email marketing platforms, especially Mailchimp
- Ability to work collaboratively with internal and external stakeholders, and achieve negotiated outcomes without damaging relationships
- Capacity to quickly get across details and deal with pressure and tight deadlines
- Demonstrated experience with community networking and customer service including the development and implementation of marketing content for not-for-profit organisations
- Demonstrated, long-term commitment to social justice and the rights and interests of people experiencing poverty and disadvantage
- Demonstrated experience of working in partnerships and collaboratively within an organisation
- High-level skills in preparation of reports and other professional documents
- High-level organisation skills with strong attention to detail
- Ability to manage diverse and complex relationships
- Demonstrated capacity for creative thinking, a preparedness to experiment with new ideas and innovative approaches
- An ability to support and operate within the WACOSS Purpose, Vision and Values

Desirable

- Experience in the not-for-profit/non-government sector
- Current drivers licence
- Energetic and a positive can-do attitude

Authorisation

This document is an accurate statement of the duties and responsibilities of this position.