



## POSITION DESCRIPTION

<b>Position Title:</b>	Youth Officer – Communications ( <i>Portfolio: Events, Resources and Administration</i> )
<b>Location:</b>	Box Hill
<b>Reporting to:</b>	Youth Engagement Team Leader
<b>Direct Reports:</b>	NA

### ORGANISATIONAL CONTEXT

#### Our Vision

The Society aspires to be recognised as a caring Catholic charity offering ‘a hand up’ to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

#### Our Mission

The St Vincent de Paul Society (the Society) is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

#### Our Values

- Commitment: Loyalty in service to our mission, vision and values
- Compassion: Welcoming and serving all with understanding and without judgement
- Respect: Service to all regardless of creed, ethnic or social background, health, gender, or political opinions
- Integrity: Promoting, maintaining and adhering to our mission, vision and values
- Empathy: Establishing relationships based on respect, trust, friendship and perception
- Advocacy: Working to transform the causes of poverty and challenging the causes of human injustice
- Courage: Encouraging spiritual growth, welcoming innovation and giving hope for the future

#### Our Services

The St Vincent de Paul Society’s members and volunteers provide practical support, advocacy and friendship to the most vulnerable in our community.

Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; Compeer programs for people experiencing mental illness; education and tutoring; overseas development programs and a range of accommodation and social services through the VincentCare Victoria network.

Volunteer service is the backbone of the St Vincent de Paul Society. The Society is made up of dedicated ‘members’; all who volunteer their time to undertake a range of community support activities at a local level (‘conference’), semi-regional level (‘regional’), regional level (‘central’), and state level (‘state’). There are also a number of volunteers who form part of collaborative state and national committees, special works and also service the Vinnies Shops.

The St Vincent de Paul Society in Victoria has more than 3,458 members and 8,660 other volunteers. In Australia, there are 19,950 members and 38,025 volunteers. Internationally, the Society operates in 150 countries and has over 800,000 members and volunteers.



## Our Child Safety Commitment

St Vincent de Paul Society (the Society) is committed to the safety and wellbeing of all children and young people. Our members, volunteers and employees understand that child safety is everyone’s responsibility and is at the centre of all that we do and every decision we make.

We have zero tolerance for child abuse or neglect.

We are committed to providing a child safe environment where children and young people are safe and feel safe, and their voices are heard about decisions that affect them. This includes but is not limited to the cultural safety of Aboriginal & Torres Strait Islander children, children from diverse cultural, linguistic, and/or religious backgrounds, children who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual (LGBTQIA), and children with a disability.

Whilst all Society programs and activities may not involve regular contact with children by members, volunteers and employees, it is the decision of the Society State Council that all Society programs and activities will be subject to the Child Safety Policy.

## PURPOSE OF ROLE

The role of the Youth Officer – Communications is to promote and build awareness of youth works, organisational processes and opportunities through effective communication journeys for young leaders and teachers to be challenged, inspired and equipped to do good works.

The Youth Officer – Communications will create user-friendly resources and will assist in the formation and development of school, youth membership and programs. Key focus areas include toolkits & templates, social media content, EDM journeys, video content, web development, project specific content, event administration and coordination.

The Youth Officer – Communications will also build efficiency in the Youth Engagement Team through improving current administrative processes and response times to queries from key stakeholders.

## ABOUT THE YOUTH ENGAGEMENT TEAM

The purpose of the Youth Engagement Team is to build a vibrant and active youth membership. Their core work is to respond to the needs of young members, build their leadership capacity and support them to deliver good works in the community.

There are a number of Youth Officer roles in the team. Each Officer role carries a portfolio area and will work collaboratively across portfolio areas when required.

## KEY ACCOUNTABILITIES

Key Accountability	Deliverables
<b>Contribute to the organisational culture</b>	<ul style="list-style-type: none"> <li>• Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society and ensure the Society’s values are incorporated into all aspects of the performance of the role</li> <li>• Respect the Catholic values inherent within the Mission of the organisation and the expression of spirituality and reflective practice in the workplace</li> <li>• Positively contribute to and influence organisational culture</li> <li>• Actively participate in activities that develop your personal and professional skills, knowledge and experience</li> </ul>

*Youth Officer – Communications: November 2019*



	<ul style="list-style-type: none"> <li>Contribute to developing a culture of continuous improvement and respond positively to change</li> </ul>
<b>Safety</b>	<ul style="list-style-type: none"> <li>Take reasonable care for your own safety and that of others that may be affected by your actions or lack of actions</li> <li>Identify and report hazards within 24 hours of them occurring on the incident reporting system</li> <li>Manage day to day risks in line with policy and procedures</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>Develop content and implement communication journeys for key stakeholder groups (e.g. Mini Vinnies, teachers, Young Adult Conferences, social media communities etc.)</li> <li>Create EDM journeys for the team's key stakeholders</li> <li>Provide communications advice, services and support for activities and projects as directed by the Youth Engagement Team Leader</li> <li>Writing, editing and formatting material for EDMs, publications, reports and other communications across a range of mediums</li> <li>Assisting with the research, planning, writing and coordinating of social media content</li> <li>Working collaboratively with the Digital Marketing Coordinator, plan Facebook advertising campaigns when required</li> <li>Researching and drafting content for a bi-monthly newsletter</li> <li>Coordinating and creating video content for promotion of youth initiatives</li> <li>Actively seek PR opportunities</li> <li>Finish the build, update and create material to launch the new Youth Engagement Microsite for schools and youth to access</li> <li>Update youth content and review the online induction platform, Our Hands @ Work</li> <li>Work on Fundraising campaigns and report on activity</li> <li>Build the profile of youth across the organisation and membership</li> </ul>
<b>Membership support</b>	<ul style="list-style-type: none"> <li>Manage and respond to queries in the Youth and Schools inbox</li> <li>Develop and review content that facilitates learning and formation for young people</li> <li>Develop resources to:             <ul style="list-style-type: none"> <li>Promote the St Vincent de Paul Society and its works to engage young people</li> <li>Support the establishment and engagement of school (Mini Vinnies and College Conferences) and young adult conferences in Victoria</li> <li>Recruit and induct a vibrant youth membership and volunteer base</li> <li>Promote the mission, vision and values of the St Vincent de Paul Society in school and young adult conferences and special works</li> </ul> </li> </ul>
<b>Event coordination</b>	<ul style="list-style-type: none"> <li>Assist with the planning and delivery of youth and membership events and initiatives</li> <li>Support and promote the Youth Engagement team projects, events and trainings</li> <li>Create campaign strategies to boost attendance at events</li> </ul>
<b>Project management and evaluation</b> <b>Focus: Child related activities</b>	<ul style="list-style-type: none"> <li>Develop project briefs or business plans for new initiatives and projects</li> <li>Develop and track project plans including outcomes, budgets, and timelines</li> <li>Create structured opportunity for feedback and evaluation of programs and resources by key stakeholders and participants</li> <li>Engage key stakeholders in the process of development and distribution of resources</li> </ul>



	<ul style="list-style-type: none"> <li>• Assist with the child related activities organisational procedure update and deliverables in risk register</li> <li>• Take care to ensure youth initiatives are in line with the organisation's Child Safety Policy across the team' programs and events</li> </ul>

**POSITION CONTACTS**

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
Youth Engagement Team Leader	Internal	<ul style="list-style-type: none"> <li>• Reporting, accountability and supervision</li> </ul>
Youth Engagement Team	Internal	<ul style="list-style-type: none"> <li>• Team support and interaction</li> </ul>
Departmental Staff	Internal	<ul style="list-style-type: none"> <li>• Team support and interaction</li> </ul>
State Youth Team	Internal	<ul style="list-style-type: none"> <li>• Relationship building, networking and resourcing</li> </ul>
National Youth Team	Internal	<ul style="list-style-type: none"> <li>• Support and facilitation</li> </ul>
Staff of St Vincent de Paul Society	Internal	<ul style="list-style-type: none"> <li>• General contact and interaction</li> </ul>
Volunteers and Conference Members	Internal	<ul style="list-style-type: none"> <li>• Relationship building, training, supporting and encouraging</li> </ul>
Schools, Parishes and Universities	External	<ul style="list-style-type: none"> <li>• Support and facilitation</li> <li>• Relationship building, networking and resourcing</li> </ul>

**KEY PERFORMANCE INDICATORS**

These will be developed by the Team Leader in consultation with the incumbent and will regularly be reviewed.

**DELEGATIONS OF AUTHORITY**

Achievement of departmental budget by ensuring all work related expenditures are authorised by either Team Leader or General Manager.



## KEY REQUIREMENTS

### Qualifications (required)

- Tertiary qualifications (Bachelors or higher) in a related discipline, including Marketing, Communications, Events, Education, PR

### Skills

- Proficiency in digital design software (Indesign, Photoshop etc.) and social media channels
- Ability to tailor content to a highly varied audience (from children to retirees)
- Ability to promote the ethos of the St Vincent de Paul Society to young people to deepen their commitment to social justice and assisting others
- Ability to work both independently and collaboratively
- Project Management skills
- Excellent written and verbal communication skills
- Drivers licence (preferred)

### Knowledge / Experience

- Sophisticated understanding of social media and how to use online tools for communication (e.g. Campaign Monitor)
- Leadership experience working with youth, including the ability to develop collaborative working relationships
- Excellent organisation and time management, including the ability to set priorities
- Experience in networking and collaborating with a variety of stakeholders
- Website management experience
- Content writing across different mediums

### Attributes

- Empathy and understanding of the ethos and mission of the St Vincent de Paul Society
- Highly positive and enthusiastic style capable of motivating others.
- Open to new work practices and responsive to change

**\*\*Flexible working hours, including a number of weeknights & weekends may be required on occasion**

**Potential requirements for travel to multiple locations across the State\*\***

THE LIST OF RESPONSIBILITIES HEREIN IS NOT INTENDED TO BE ALL-INCLUSIVE, AND MAY INCLUDE ADDITIONAL RESPONSIBILITIES AS REQUIRED AND ASSIGNED. IT MAY BECOME NECESSARY TO MODIFY/CHANGE THESE POSITION RESPONSIBILITIES FROM TIME TO TIME.