

Internal Communications Coordinator

Position Description

Directorate:	Commercial Enterprise, Fundraising and Communications
Reports to:	Director, Communications & Marketing
Direct reports:	-
Location:	Flexible within any of the Society's main metropolitan or regional offices across NSW.
Primary position objective:	Develop and implement targeted internal communication in alignment with strategic initiatives and priorities identified in the Society's strategy to inform and engage members, staff and volunteers.

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; internal and external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Internal Communications Coordinator will:

- Contribute to the successful implementation of the Strategic Plan within their team.
- Support the implementation of the Internal Communications Plan as determined by the Director, Communications & Marketing and Manager, Communications.
- Maintain, support and action the Internal Communications Plan in alignment with key objectives.
- Coordinate the requests of our internal and external stakeholders for input into the Internal Communications Plan.
- Contribute to the existing internal communication channels including Workplace and Staff Portal.
- Utilise appropriate communication tools and distribution channels to disseminate information across the organisation.
- Prepare, produce and edit video and digital content as part of the Internal Communications Plan and across all existing channels.
- Prepare written communications and engaging content for a variety of internal audiences as well as identifying new tools as appropriate.
- Extensive collaboration with the Communications and Marketing functions of the organisation to ensure messaging is in alignment.
- Assist in the measurement, analysis and reporting of internal communication activities.
- Contribute to a safe working environment for staff, members and volunteers by implementing the Society's workplace health and safety practices.
- Contribute to the implementation of effective risk management procedures to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Ensure the Internal Communications Plan is maintained and co-ordinate stakeholder input.
- Support the Director, Communications & Marketing and Manager, Communications in the successful implementation of the Internal Communications Plan.
- Adoption of Workplace by Facebook is at its maximum potential (100% of staff with potential access).
- Increase staff engagement with our internal communications channels through the delivery of engaging content – written and video.

Key working relationships

In addition to the Director, Communications & Marketing and Manager, Communications, the Internal Communications Coordinator will foster close working relationships with:

- The broader Commercial Enterprise, Fundraising and Communications Directorate with a focus on the Communications & Marketing team;
- Communications Officer (Commercial Enterprise, Fundraising and Communications);
- Communications Partner – Member & Volunteers (Commercial Enterprise, Fundraising and Communications);
- People Strategy and Development team (Corporate Services)

- Manager, Volunteer Experience (Membership, Volunteers and Regional Operations);
- Manager, Member and Youth Experience (Membership, Volunteers and Regional Operations);
- Information and Communication Technology team (Corporate Services)

Essential criteria

Critical capabilities

There are nine capabilities expected of all employees across the Society:

- **'People we serve' centric:** (Level 2) Enable the delivery of high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 2) Enable individuals and teams to be guided by the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 2) Enable others to deliver positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 3) Manage collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 2) Support others to engage with, and adapt to change.
- **Team performance:** (Level 2) Motivate and manage individual and team performance and develop their capabilities.
- **Digital engagement:** (Level 2) Enable and facilitate participation in virtual, dispersed teams using digital tools.
- **Innovation and improvement:** (Level 2) Encourage innovative behaviour to improve existing and new services and ways of working.
- **Financial acumen:** (Level 2) Enable others to use the Society's resources responsibly and keep expenses within budget.

Role-specific criteria

- Relevant tertiary qualification/s in journalism, communications and/or public relations.
- Experience in maintaining and implementing an Internal Communications Plan or Strategy in collaboration with a Communications team.
- Ability to translate information into clear, compelling messages and to create targeted communications.
- Well-developed verbal and written communication and proof-reading skills.
- Ability to produce, shoot and edit video and digital content for internal communications purposes.
- Well organised and task focused; ability to prioritise.

Desirable criteria

- 2-3 years' experience in a Communications, Public Relations or Internal Communications role.
- Experience in creating digital content and strong understanding of social media platforms.
- Experience working in a membership-based organisation to support and empower members and volunteers.