

## SCHEDULE 1 - POSITION DESCRIPTION

Position Title	Communications Coordinator
Hours	28-35 hours per week Full-time/Part-time (0.8)
Team / Program Area	WESNET
Award/Agreement/ Classification	<p>The position is guided by the Social, Community, Home Care and Disability Services Industry Award [MA000100]. Classification is linked to Level 6.</p> <p>Conditions are in accordance with the NES and the SCHADS Award. Generous salary packaging is available as WESNET is a registered Public Benevolent Institution.</p>
Reporting to	Wesnet Deputy CEO
Tenure	This is a fixed-term position until at least June 2026 however is subject to an ongoing grant agreement. The position is dependent on a satisfactory probationary period and relevant police and working with children checks.
Location	Position is a work-from-home position. Candidates based in Canberra or Sydney would have access to a co-working spaces with other team members. Please note that travel with overnight stays is occasionally required in this position to support conferences.

### *Position Summary*

The role of the Communications Coordinator is to coordinate all aspects of the internal and external communications, to promote Wesnet as the national peak body for specialist women's domestic and family violence services, other specialist Wesnet programs, and as the co-host of the Fifth World Conference of Women's Shelters (to be held in Sydney 15-18 September 2025).

This includes:

- In consultation with the CEO and leadership team, implement and oversee the organisation's communications strategy.
- Delivering key communications activities to reach and positively inform and influence our key stakeholders.

### *Position Responsibilities*

#### Communications

The Communications Officer will play a leading role in coordinating external communications to help ensure the successful delivery of Wesnet's goals, campaigns and programs. This work will include:

- With input from subject matter experts on the team, create impactful, responsive, and on-brand content for Wesnet's social media (Facebook, Instagram, LinkedIn), including infographics, graphics, videos, and member/stakeholder contributions.
- Coordinate and schedule relevant campaigns and communications for social, email newsletters, blogs and other channels as required, to ensure an integrated approach to messaging.
- Coordinating the schedule of communication activities (including social media and public materials for events and trainings) to ensure an integrated approach to messaging.
- Regularly reviewing audience engagement across websites and social media channels and preparing reporting.
- Supporting the team to produce high-quality public-facing content and maintain a consistent tone and style across our external communications, and work with colleagues to develop content for newsletters and ensure content on our websites is up to date.
- Be the first point of contact for media enquiries and prepare media statements.
- Under general direction, prepare communications and marketing strategies as required to promote Wesnet's work, membership offerings, resources and events.

## Operational

- Maintain effective manual and electronic filing systems, adhering to record management guidelines and systems.
- Respond, in a timely and effective way, to all contacts and correspondence as required or directed.
- Contribute to the efficient and effective functioning of the team in order to meet organisational objectives.
- Participate in the Performance Development process, including regular review of individual workplace performance and strengths against the accountabilities and performance objectives associated with the role.
- Contribute positively to promoting a culture of health, safety and wellness for employees and volunteers at Wesnet and work with the OHS policies.
- Abide by the policies and procedures of Wesnet.
- Ensure all work undertaken in your role is in line with the Strategic Plan and values of Wesnet.
- Contribute positively and consistently to the development and achievement of the relevant annual Operational Plans.
- Proactively finalise and complete an annual Professional Development plan, including booking and arranging assessment.
- Ensure workplace behaviour is consistent with the organisation's Code of Conduct and Conflict of interest statements.
- Perform responsibilities in a manner that reflects, and responds to, a focus on ethical conduct, engagement and continuous improvement.

Other duties may be assigned as needed.

## Qualifications and Experience

Industry experience:	<ul style="list-style-type: none"><li>● Experience in online communications including updating websites, developing content for websites and social media platforms and developing communication materials.</li><li>● At least three years experience in not-for-profit communications and a passion for eliminating violence against women.</li><li>● Demonstrated knowledge of advocacy campaigns and an understanding of SEO concepts and best practice content development</li><li>● Experience with graphic design software or ability to acquire this skill.</li></ul>
Required education:	<ul style="list-style-type: none"><li>● Appropriate tertiary qualifications in a relevant discipline such as Communications, Marketing, Digital Media or an equivalent combination of relevant experience and education/ training.</li></ul>
Required experience and skills:	<ul style="list-style-type: none"><li>● Excellent writing skills and experience in writing for appeals, digital communications, social media and websites.</li><li>● Advanced skills in social media, digital content marketing, web content management system, web analytics tools and other digital technologies.</li><li>● Experience working with range of platforms and apps including Wordpress, social media platforms and scheduling tools, and the ability to learn new systems quickly and effectively</li><li>● Experiencing designing, implementing and managing online communities or social networks</li><li>● Strong interpersonal skills and a flexible approach when working in a team.</li></ul>
Additional experience:	<ul style="list-style-type: none"><li>● Bilingual skills (e.g., reading, writing, speaking, signing).</li><li>● An understanding of gender-based violence, particularly the intersection of gender-based violence and technology.</li></ul>
Management experience:	<ul style="list-style-type: none"><li>● N/A</li></ul>

## *Key Selection Criteria*

### **Essential**

1. Appropriate tertiary qualifications in a relevant discipline such as Communications, Marketing, Digital Media or Content Management and Creation.
2. At least three-years experience in not-for-profit fundraising and/or communications and a passion for eliminating violence against women.
3. Excellent writing skills and experience in writing for appeals, digital communications, social media and websites.
4. Advanced skills in social media, digital content marketing, web content management system, web analytics tools and other digital technologies.
5. Demonstrated experience with Wordpress or similar, Adobe Suite and Canva, SEO and an ability to learn new software and applications quickly.
6. High-level organisational skills with demonstrated ability to handle multiple tasks, manage time, complete tasks within established time frames and produce high-quality work.
7. Strong interpersonal skills and a flexible approach when working in a team.
8. Commitment to the agency vision and values and an understanding of a feminist philosophy.

The following are desirable:

- Proven experience in managing and maintaining a customer relations database (experience with CiviCRM preferred but not essential).
- Demonstrated knowledge of data-driven marketing methods including split-testing, audience segmentation, and user targeting.
- A commitment to enhancing the status of women and children in society and to be able to work and liaise respectfully and effectively with women in crisis in a positive and empowering manner;
- An understanding of the nature of domestic and family violence, and its impact on women and children, including prevention, early intervention and crisis response
- Ability to work and communicate in a manner sensitive to client needs, and ensure that any communication with clients is undertaken in a confidential, positive and empowering manner.

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### **Additional Information**

- The position is a work from home position.
- A police check and Working With Vulnerable People/Working with Children registration will be required.

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### **Office Hours**

It is expected that most work will usually be undertaken between the hours of 9am-5pm Monday to Friday. Some out of business hours work may be required from time to time when travelling or for meetings.

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### Relationship to performance development and review

This position description operates in conjunction with and forms part of the annual review and professional development process. An initial review will take place at the end of induction and probationary period and then annually.

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### Wesnet conditions and benefits

Wesnet is a Public Benevolent Institution and generous Salary Packaging is available to staff through our provider <https://eziway.net.au/#>

Wesnet aims to provide a family-friendly workplace offering flexible working arrangements within operational requirements.

Benefits include:

- flexible working hours as agreed to assist in work/life balance within operational requirements.
- study leave, professional development and training, and a commitment to staff safety.

No overtime will normally be paid (unless specifically agreed in writing).

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### Copyright and Intellectual Property

Copyright and intellectual property rights in relation to resources, programs, documentation, systems and all other outputs that are produced or to which a contribution is made in the course of undertaking the employment remain the sole property of Wesnet Inc. The contributions of the employee to major pieces of written or other work will be properly acknowledged in writing on the report or product.

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### How to apply

To be considered for shortlisting and an interview, your application must include:

- Cover letter
- A statement that describes your suitability against each of the key selection criteria detailed in the Position Description.
- A resume containing your contact details, a summary of work experience, details of qualifications and education.
- Referees - if offered an interview, you will be required to provide details of at least two referees - ideally, one should be your current or most recent supervisor from your most recent employer, and another supervisor with knowledge of your work performance.

**Application deadline: The final date for receipt of applications will be 9am AEST on Monday 21 July 2025. Late applications will not be considered; however, Wesnet does reserve the right to extend the final date if a suitable applicant is not found.**

Applications must be submitted via email to [jobs@Wesnet.org.au](mailto:jobs@Wesnet.org.au)

- The position description is available at <http://www.Wesnet.org.au/jobs>
- If you need additional information about the position, please send your written enquiry to [jobs@Wesnet.org.au](mailto:jobs@Wesnet.org.au).
- A Single PDF is preferred.
- PLEASE NOTE: Applications that do not comply with the above will not be considered.