

POSITION DESCRIPTION

POSITION:	Communications Officer
LOCATION	95 Drummond Street, Carlton, VIC, 3053
EMPLOYMENT:	2-year fixed-term contract (possibility for extension)
FTE:	Up to 1.0 FTE (38 hours per week). Part-time (minimum 0.6 FTE) will be considered for the right candidate.
REPORTING TO:	Director of Strategic Communications

About Penington Institute

Penington Institute is a leading not-for-profit organisation, connecting lived experience and evidence to improve community safety in relation to drugs, including alcohol and pharmaceuticals.

We know that risky behaviours are part of being human, so our focus is on making individuals and families safer and healthier by empowering communities, frontline services and governments to reduce harm, respect human rights and improve the rule of law.

We are an independent voice of reason on drug policy and programs, and a straight-talking thought leader for evidence-based information and practical action.

The role

We're currently recruiting for a Communications Officer to work closely with the Director of Strategic Communications as a vital member of the Communications team. The team is responsible for building our reputation for finding sensible solutions in complex contexts. You will work across a range of traditional and new channels, ready to help our organisation shift strategic gears in how we communicate to influence and advocate for change.

The ideal candidate will be eager to learn, problem solve and support the team as an 'all-rounder' across a range of disciplines and projects.

Responsibilities of the role:

Media management:

- Under the guidance of the Director of Strategic Communications, develop media advocacy strategies to support the organisation's policy goals and enhance the organisation's visibility and reputation
- Writing and editing for the organisation's publications and other communications resources:
- Working with the Director of Strategic Communications, provide editorial support as appropriate to the organisation's marketing campaigns.
- Research, write and edit content for a range of electronic media channels, including Penington Institute's Facebook, Twitter and Instagram accounts, websites and EDMs.
- Assist in moderating and maintaining these channels, including by responding to stakeholder enquiries and comments
- Assist in evaluating the efficacy of online campaigns and posts.

- Contribute to the expansion of Penington Institute's online presence, including using analytics and SEO.

Team membership:

- Establish and maintain effective working relationships with all stakeholders, both internal and external, representing the organisation when agreed and as appropriate
- Provide support and input to other activities across the team and wider organisation as agreed
- Provide information, support and secondary consultation in response to ad hoc requests and queries as appropriate
- Prepare and present reports and briefings as required
- Cooperate and collaborate with work colleagues within the organisation.
- Other duties as directed

Work performance standards:

- Ensure that all work undertaken and delivered is of high quality and meets professional standards.

Desired skills and qualifications:

- Tertiary qualifications in journalism and/or significant industry experience as a journalist/reporter
- Ability to produce, generate, edit and design content
- Able to write and edit copy for a diverse range of publications
- Ability to convert complex concepts into visually appealing and logical forms
- Ability to develop communication material suitable for diverse cohorts
- Ability to design, create, monitor and promote social media content/campaigns
- Experience using digital tools/strategy
- Ability to develop media strategy and content
- A commitment to Penington Institute's values and purpose.

Other terms and conditions of employment

1. Salary range - \$65,000 TO \$70,000 FTE (Pro rata for part time), plus 10% superannuation and access to generous PBI salary packaging arrangements
2. Applicants will be asked to consent to a National Criminal Record Check; people with criminal records are not automatically excluded from applying.
3. Applicants must achieve satisfactory completion of a probationary period of 6 months.
4. Terms and conditions of employment will be negotiated according to relevant skills and prior experience.
5. This is a full-time or negotiated part-time position, with flexible working conditions and a positive work culture.
6. Penington Institute is committed to the safety and wellbeing of our stakeholders and our team as well as their families and communities. Therefore, we require all employees at Penington Institute to be fully vaccinated against the COVID-19 virus.

Further Information

Please forward your resume together with a cover letter that addresses the role responsibilities to Kerrie McMahon, Corporate Services Manager (k.mcmahon@penington.org.au) or contact Kerrie for further information on this position. Please indicate your preferred time fraction.