



## Position Description

Position Title	Communications Officer
<b>Mode of employment:</b>	Part time
<b>Time fraction:</b>	0.6 FTE
<b>Tenure:</b>	Maximum term contract until 30 June 2026
<b>Classification: Annual Salary:</b>	PRC Level 2: Assistant Specialist \$75,837-\$92,824 dependent upon experience. We are seeking to appoint a candidate within the lower range of the classification level, determined by experience and qualifications.
<b>Reporting to</b>	Strategic Communications Manager
<b>Working relationships:</b>	<ul style="list-style-type: none"><li>• Internal: works collaboratively across the organisation as part of multidisciplinary teams</li><li>• External: organisations, agencies, key stakeholders in government and non-government sectors</li></ul>
<b>Other information:</b>	Staff are required to: <ul style="list-style-type: none"><li>• Undergo a National Criminal History Check prior to appointment and every 3 years after</li><li>• Hold a Working with Children Check</li></ul>

### Position Overview

The Communications Officer:

- Supports the marketing and communications function at PRC, ensuring its systems and processes are up-to-date and functioning effectively
- Plays a key internal communications role, assisting other staff to use marketing and communications resources, and managing marketing and communications aspects of the intranet (SharePoint)
- Helps facilitate effective external communication with key stakeholders including partner organisations and media, with a particular focus on promoting our digital parenting support initiative the Raising Children Network, and
- Supports events management across PRC, both at a corporate level and for programs where required.

### About the Parenting Research Centre

The mission of the Parenting Research Centre is to help children and families thrive by driving improved ways of supporting parenting.

We are a national, independent, not-for-profit organisation dedicated to assisting governments and community organisations in designing and implementing effective parenting

and family support. We work across health, education, disability, and welfare sectors. Our approach involves conducting policy-relevant research; synthesising and translating knowledge to make it more accessible and useful to families, policy makers and service providers; and by working with our clients to develop tailored, outcomes-focused solutions that are innovative and evidence-based, but also work in the real world.

**Our corporate values are:**

- Commitment: we believe in the importance of parenting
- Excellence: we do our best to apply scientific knowledge in a practical way
- Open-mindedness: we value learning and inquiry
- Innovation: we are flexible and creative
- Responsiveness: we respond to community needs
- Collaboration: we pool our knowledge and our resources
- Stewardship: we are trustworthy and accountable.
- **Our code of interpersonal behaviour is based on the values of:**
- Respect: treat people with dignity and communicate their worth
- Responsibility: be dependable, trustworthy, and accountable
- Positivity: be positive and proactive, and focus on solutions and strengths
- Acceptance: embrace diversity, exercise tolerance, and look for the best in others

Personal Competencies Required	Position Competencies Required
Integrity, professionalism, and strong professional ethics.	Knowledge of and a commitment to the mission and values of PRC.
Creativity and entrepreneurial flair	Ability to think out of the box, tolerate uncertainty and scaffold clients and teams through learning and design processes
Ability to produce work of high quality at a senior level.	Experienced in producing quality outcomes at a senior level.
High motivation and energy.	Ability to sustain high levels of productivity by influence and example.
Proactive and positive in solving problems.	Solution focussed with demonstrated decision-making and problem-solving skills.
Committed to teamwork and skilled in managing teams	Demonstrated interpersonal skills including people management, effective communication, collaboration, and contribution of ideas to achieve the desired result.
Enthusiasm for contributing to a learning environment.	Demonstrated ability to work in multidisciplinary setting with experience in effective co-design, negotiation, and problem resolution.

Commitment to ongoing professional development.	Clear understanding of own development needs, and commitment to continuous improvement, WH&S and Equal Opportunity principles.
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## Responsibilities

1. Assisting the Strategic Communications Manager and other members of the Marketing and Communications ('marcomms') team in executing communications strategies and campaigns across the Parenting Research Centre and its programs, with a particular focus on promoting our digital parenting support initiative, the Raising Children Network.
2. Establishing and refining our communications systems and processes to ensure the smooth functioning of the marcomms team.
3. Assisting PRC staff in using marcomms resources and managing marketing and communications aspects of the intranet (SharePoint).
4. Managing the marcomms media and external partner databases, ensuring they are regularly updated and remain effective tools for the marcomms team and other PRC staff.
5. Assisting with the development and uploading of social media content, web content and newsletters.
6. Assisting with managing incoming media enquiries, arranging media interviews and responses, and proactively pitching stories to media and content creators.
7. Managing logo requests and image consent processes as well as the PRC's image database.
8. Ensuring the marcomms planning calendars are kept up-to-date and that relevant external events and conferences are captured.
9. Managing invoice coding and recording.
10. Organising events (including webinars, conferences, workshops, briefings, roundtables and other meetings), acting as the central event co-ordination and liaison point and providing logistical, administrative and marketing related event support.
11. Working with external suppliers for marketing related materials and services.
12. Proactively identifying and addressing marcomms administration requirements, risks and continual improvement processes.
13. Participate in regular learning and development opportunities.
14. Contribute to the implementation of PRC's Reconciliation Action Plan (RAP).
15. Other duties as directed.

## **Key Selection Criteria**

### **Essential**

- Four years' related experience in communications/related administrative roles
- Strong organisational, project management and liaison skills
- Accurate and meticulous attention to detail
- Excellent written and verbal communications skills
- Ability to adapt to new technologies and channels
- Thorough understanding of best practice events procedures
- Demonstrated successful performance in a dynamic organisational setting dealing with diverse stakeholders
- Ability to form productive working relationships with external suppliers and effectively manage interactions with key PRC stakeholders
- Ability to remain measured under pressure and think laterally to solve challenges
- Proven proficiency in the use of Microsoft Office products such as Word, PowerPoint, Excel and SharePoint

### **Desirable**

- Tertiary qualifications in marketing, communications or public relations, and/or equivalent work experience in this field
- Experience working in the not-for-profit sector
- Experienced in use of SharePoint document library and site management
- Proficiency in use of Adobe Creative Suite software, particularly Photoshop, InDesign and Acrobat Pro
- Experience in video content development
- Understanding of, or experience in, WordPress content management systems

### **Approvals**

Employee's signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_