



POSITION DESCRIPTION

STARTTS is committed to Equal Employment Opportunity (EEO) and anti-discrimination policies.

POSITION NUMBER: 1009-5

Date reviewed/created: November 2023

POSITION TITLE: Communications and Public Relations Officer

TEAM: Executive Support

LOCATION: Carramar

AGREEMENT: "NSW (Non-Declared) Affiliated Health Organisations' Professional and Associated Staff Agreement".

CLASSIFICATION: Health Education Officer, or other relevant classification based on qualifications, experience and requirements of the role.

A generous salary packaging scheme is also offered.

VACCINATION REQUIREMENT: Category B.

PERIOD OF APPRAISAL: Performance will be assessed within 3 months of commencement and a 6 month probationary/qualifying period will also apply.

Background to STARTTS

STARTTS is a state-wide service funded by the NSW Department of Health and Commonwealth Department of Health to provide high quality assessment, treatment and rehabilitation services to people living in NSW who have experienced organised violence or trauma associated with the refugee experience. STARTTS is an Affiliated Health Organisation (AHO), a Non-Government Organisation whose services are deemed to be part of the NSW public health system.

STARTTS' service provision philosophy is predicated on a bio-psycho-social framework that incorporates a large range of clinical and psycho-social interventions informed by the latest advances in neuroscience and evidence based practice in relevant fields. As such, STARTTS provides a broad range of services including assessment; counselling for all age groups; psychiatric assessment and interventions; family therapy; group interventions; body-focused interventions such as massage, physiotherapy, acupuncture and pain management groups; support groups; programs for children and youth; and various strategies to increase the capacity of support networks and refugee communities to sustain their members.

The focus of the STARTTS' approach is on building capacity and empowering people and communities to take control over their own lives, using a strengths-based approach and building on individual, family, community and cultural strengths.

Background to the Program Area of the Position

STARTTS has undergone substantial growth since becoming an Affiliated Health Organisation. This growth is likely to continue into the foreseeable future, given changes in arrival numbers and source countries, as well as program funding areas. Changes have included substantial increases in staff numbers (particularly in the Direct Services and Clinical areas), growth in the number of offices and teams, an increased presence in rural and regional areas, increased national and international commitments and changing funding structures. Increasing demands on the Executive have also substantially increased the complexity of the CEO and Deputy CEO roles. Development and management of an appropriate executive support function for STARTTS, and promotion of agency support structures is crucial to managing the work of an expanding organisation.

ORGANISATIONAL RELATIONSHIPS:

1. Responsible to: *Executive Support Manager.*
2. Responsible for: *Nil.*

SELECTION CRITERIA:

Essential Criteria:

1. Tertiary qualifications in a relevant discipline, preferably in communications, journalism, or public relations.
2. Minimum of 3 years professional experience in communications, public relations, or journalism, preferably within the non-profit or mental health sector.
3. Proven experience in building and maintaining relationships with journalists, media outlets, influencers, and key stakeholders and proven expertise in developing and executing communication strategies and adeptness in handling media relations and managing reputational risk.
4. Comfortable with public speaking engagements and delivering presentations on behalf of the organisation.
5. Demonstrated organisational skills and attention to detail, with proven ability to prioritise, manage competing demands and meet deadlines.
6. Understanding of government processes at national and state levels, as well as the non-government sector and refugee community relations.
7. Familiarity with broadcast, print, and social media and their operational mechanisms.
8. Sensitivity and understanding of cultural differences and the ability to tailor communication strategies to resonate with diverse audiences.
9. Excellent oral, written & interpersonal communication skills and ability to work independently and as part of a multidisciplinary team within a multicultural environment.
10. NSW Driver's licence and access to a vehicle.

Desirable Criteria:

1. Skills and experience in the design and development of printed and website based promotional and information material and brand oversight.
2. Demonstrated interest in human rights and social justice issues.

*This position is not considered child-related employment and will require a National Police Check.

VACCINATION REQUIREMENTS

***This role is a Category B role.** Category B workers must have two doses of an approved COVID-19 vaccine. *If successful, you must provide evidence of vaccination.* (The annual Influenza vaccination as well as vaccination for other transmissible diseases are strongly encouraged but not mandatory).

Should you not be able to comply with vaccination requirements before your commencement date, the offer of employment may be withdrawn.

If you have a medical reason for why you cannot be vaccinated, a medical contraindication evidence will be required.

BRIEF DESCRIPTION OF ROLE

The Communications and Public Relations Officer will be responsible for handling internal and external communications for the Executive, achieving KPI targets in line with strategic media and political outreach objectives. The role will work closely with the Executive team in enhancing STARTTS' branding, creating engaging and impactful content to elevate STARTTS' public image, while remaining sensitive to political and cultural nuances.

The position will involve team collaboration to develop various communication materials, including press releases, articles, blog posts, multimedia content, and social media copy to effectively convey STARTTS' mission, goals, and initiatives to a wide-ranging audience. The Communications Officer and Public Relations position will be the key point of contact for media relations, cultivating favourable relationships with journalists and media outlets, ensuring timely delivery of communication campaigns, and maintaining a proactive approach to address emerging issues. The position will also collaborate with STARTTS CEO,

departments, teams, and external partners to support and resource public engagement program activities, ensuring consistent messaging and integrated communication efforts across the organisation.

PRIMARY OBJECTIVES:

1. Assist in the development and execution of a comprehensive communications plan to support STARTTS in achieving strategic communication objectives.
2. Take a role in ensuring Communications and Public Relations is proactively included in STARTTS strategic planning processes as a vehicle to support the achievement of STARTTS mission.
3. Develop and execute a comprehensive media engagement plan aimed at establishing and nurturing relationships with journalists across print, radio, and television media to increase STARTTS' local and national media presence strategically.
4. Support the design and implementation of a targeted communications outreach strategy for engaging with relevant political stakeholders, ensuring alignment with STARTTS' strategic objectives and enhancing the organisation's political engagement efforts.
5. Ensure consistent and effective representation of STARTTS branding across all digital media channels, maintaining brand guidelines and visual identity to strengthen the organisation's public image.
6. Provide essential support to the STARTTS Executive in managing public affairs systems, infrastructure, and resources to effectively deliver the organisation's communication and public relations strategy.
7. Play a supporting role in planning and organising public events, ensuring that all communication materials and messaging are on-brand, cohesive, and effectively convey STARTTS' mission and initiatives.
8. Liaise with relevant stakeholders to address communication needs and ensure STARTTS' media strategies comply with requirements as an Affiliated Health Organisation (AHO).
9. Craft high-quality press releases and contribute to the development of key publications, ensuring that all content is well-written, engaging, and aligned with STARTTS' communication objectives.
10. Support internal teams in development of a diverse range of communication materials and empower STARTTS' staff to effectively communicate with the media while upholding the organisation's mission, values, and key messages.
11. Monitor media coverage and public perception of STARTTS, proactively addressing emerging issues and opportunities to maintain a positive public image and mitigate any reputational risks.
12. Work collaboratively with external partners and stakeholders to support and resource public engagement program activities, ensuring consistent messaging and integrated communication efforts across the organisation.
13. Ensure the Executive is briefed in areas relevant to the organisation.
14. Support the executive team in producing and channelling internal communications.

PRIMARY DUTIES:

1. Strategic Media Outreach

- 1.1. Identify and research key journalists and media outlets from print, radio, and television that align with STARTTS' target audience and objectives.
- 1.2. Cultivate strong and positive relationships with journalists through regular communication, networking events, and personalised pitches.
- 1.3. Develop and coordinate the publishing of STARTTS Annual Reports.
- 1.4. Support the promotion of STARTTS Refugee Transitions publications and make contributions.
- 1.5. Develop and maintain a media database to facilitate targeted outreach and follow-up.
- 1.6. Create a content calendar for media outreach, strategically timing story pitches and press releases to maximise coverage and impact.
- 1.7. Monitor media coverage and track metrics to evaluate the effectiveness of media outreach efforts and make data-driven improvements.
- 1.8. Prepare media material on STARTTS activities as directed.

2. Political Engagement Strategy

- 2.1. Conduct thorough research on relevant political stakeholders, government officials, and decision-makers to understand their priorities and interests as directed.
- 2.2. Prepare messages and key talking points to effectively advocate for STARTTS' mission and initiatives to political audiences as directed.
- 2.3. Support the scheduling and coordination of meetings, briefings, and engagements with political representatives, ensuring the organisation's message is consistently conveyed.
- 2.4. Support the Executive to develop and maintain a government engagement calendar to strategically align communications efforts with political events and legislative cycles.
- 2.5. Support collaboration with advocacy groups and coalitions as identified to amplify STARTTS' political engagement efforts and support shared goals.

3. Brand Consistency

- 3.1. Work closely with the Executive team to ensure STARTTS' branding guidelines are consistently applied across all digital media platforms.
- 3.2. Review and approve communication materials to ensure they align with brand guidelines and accurately represent STARTTS' values and expertise.
- 3.3. Conduct regular audits of STARTTS' online presence to identify and address any inconsistencies in branding and messaging.
- 3.4. Provide training and guidance to staff members to ensure brand consistency in their communications with external stakeholders.

4. Support Public Affairs Management

- 4.1. Collaborate with the Executive team to develop and execute effective communication and public relations strategies aligned with STARTTS' overall goals.
- 4.2. Assist in the preparation of communication budgets, timelines, and resource allocation to support the implementation of communication strategies.
- 4.3. Coordinate communication efforts across various departments, ensuring a cohesive and integrated approach to outreach and engagement.
- 4.4. Monitor public affairs trends and industry developments to adapt strategies and stay at the forefront of effective communication practices.

5. Support Staff Media Engagement

- 5.1. Provide comprehensive guidance and support to staff regarding their media engagement efforts, public relations and fundraising activities, fostering a culture of effective and responsible media engagement.
- 5.2. Assist identified staff as directed to develop community information and educational material on issues related to torture and trauma survivors in NSW.
- 5.3. Develop and deliver comprehensive training sessions and workshops to equip identified staff to confidently engage with media representatives, including effective communication techniques, media interview best practices, and strategies for conveying complex information succinctly and accurately.
- 5.4. Work closely with identified staff to develop key talking points and messages that align with STARTTS' strategic communication objectives.
- 5.5. Conduct regular media monitoring and analysis to identify potential areas of improvement in STARTTS' staff's media engagement, providing constructive feedback to staff, highlighting areas of strength and offering recommendations for enhancing their media interactions further.
- 5.6. Provide clarification on media-related policies, ensuring adherence to media protocols, and provide guidance on handling sensitive or challenging media situations.
- 5.7. Collaborate closely with the Executive and identified staff during crisis communication scenarios, assisting in preparing staff members to respond effectively to media inquiries during critical incidents, ensuring the protection of STARTTS' reputation, and dissemination of accurate information.

6. Integrated Branding and Fundraising Strategies

- 6.1. Work collaboratively with STARTTS and Friends of STARTTS teams to align branding and public relations strategies with fundraising initiatives.
- 6.2. Guide and support the development of compelling narratives and success stories that showcase the impact of STARTTS' programs and services to attract potential donors and supporters.
- 6.3. Support STARTTS' fundraising campaigns and events by providing communication materials and leveraging media relationships to increase exposure.

7. Event Planning and Execution

- 7.1. Support the planning and organising of public events, ensuring they align with STARTTS' mission and strategic objectives.
- 7.2. Conduct outreach and manage media coverage of STARTTS' events, notably the Refugee Ball, the Humanitarian Awards, and the UN Day.
- 7.3. Coordinate internal and external communication resources to ensure the successful messaging of events for promotion and delivery of media coverage.
- 7.4. Collaborate with the Executive team to create engaging event materials, including invitations, promotional materials, and social media content.

8. Liaise with Key Stakeholders

- 8.1. Maintain open and constructive communication channels with relevant health authorities, FASSTT, IRCT and other relevant stakeholders to ensure coherent messaging and communications.
- 8.2. Stay informed about health-related regulations and guidelines that may impact STARTTS' compliance in communication strategies and messaging as an AHO.
- 8.3. Advocate for STARTTS' communication priorities and collaborate with key stakeholders on joint initiatives and awareness campaigns.

9. Executive Support

- 9.1. Provide comprehensive support to STARTTS Executive in handling media contacts and public relations matters.
- 9.2. Prepare detailed briefs, talking points, and messaging guidelines for media engagements and public appearances by the CEO and other organisation's spokespeople.
- 9.3. Draft press releases, and statements/addresses from the CEO.
- 9.4. Anticipate potential issues and prepare crisis communication plans in collaboration with the Executive team.
- 9.5. Work creatively with the Executive Support Team to develop new corporate ideas and tactics.

10. Coordinate Communication Tools

- 10.1. Support oversight and coordination of the organisation's communication tools, including websites, social media accounts, press releases, and publications.
- 10.2. Ensure all communication materials are up-to-date, accurate, and reflect STARTTS' core values and objectives, and support the enhancement of internal communications assets.
- 10.3. Collaborate with the IT team to implement new communication technologies and tools for improved outreach and engagement.
- 10.4. Manage, resource and support staff contribution to a STARTTS photography database and collection of client stories.
- 10.5. Support and populate STARTTS' CRM, including contacts, assets and digital user-journey experiences.

11. Monitoring and Evaluation

- 11.1. Maintain knowledge of relevant news issues within the local, national and global media for informed communications.
- 11.2. Regularly assess the impact and effectiveness of communication strategies through qualitative and quantitative analysis.
- 11.3. Gather feedback from internal and external stakeholders to identify areas of improvement and make data-driven decisions for future communication efforts.
- 11.4. Generate reports and presentations for the Executive team, showcasing the outcomes of communication initiatives and recommendations for continuous improvement.
- 11.5. Assist in the evaluation and effectiveness of all Public Relations activities of STARTTS and Friends of STARTTS.

12. Reporting and Planning

- 12.1. Provide regular progress reports to the Executive, highlighting key achievements, challenges, and opportunities.
- 12.2. Participate in periodic performance appraisals with the Executive Support Manager, discussing performance goals, feedback, and professional development opportunities.

13. Personnel

- 13.1. Proactively contribute to the STARTTS strategic planning process and report on relevant Strategic Plan Key Performance Indicators (KPIs) pertaining to communications activities.
- 13.2. Participate in STARTTS Performance Management program and in the development of an annual Work Plan that aligns with the organisation's Strategic Plan.
- 13.3. Be an active participant in team meetings to maximise contribution to the work of the team.
- 13.4. Participate in STARTTS staff meetings and other relevant meetings.
- 13.5. Work to ensure professional and co-operative working relationships within own team and with other departments across STARTTS.
- 13.6. Participate in identifying quality improvement initiatives/strategies.
- 13.7. Attend and participate in all training opportunities identified for the role and ensure own personal development.
- 13.8. Liaise with and seek senior advice as required.

14. As a STARTTS employee you are expected to:

- Have commitment to Human Rights, EEO, WHS and Safe Work Practices.
- Carry out the role and responsibilities in a manner that is consistent with delegations, policies, procedures and operations systems of STARTTS and in line with STARTTS Code of Conduct.
- Maintain confidentiality and exercise discretion in relation to all STARTTS matters.
- Actively seek to improve skills and knowledge that will benefit the organisation.
- Project a professional image at all times and in all situations.
- Undertake any other duties that may be required within the area of work.

Equal Employment Opportunity and Staff Relationships:

- STARTTS is an Equal Employment Opportunity (EEO) employer and encompasses its philosophy and practice.
 - STARTTS rejects racism and sexism in all its forms and is committed to the elimination of racial and gender discrimination including direct and indirect racism and sexism, racial vilification, and harassment.
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STARTTS Workplace Policies

You must observe and comply with the provisions set out in any and all written policy, practice or procedure of STARTTS. A breach of STARTTS' policies, practices and procedures may result in disciplinary action up to and including termination of your employment.

Work Health & Safety Responsibilities:

- Comply with STARTTS WHS policies and procedures.
- Work with due care and consideration to safeguard your own health and safety and the health and safety of others, and to report to your Supervisor any potential hazards, mishaps, incidents or injuries that may occur or become aware of during the course of work.

Risk Management Responsibilities: All staff have a responsibility to identify any risks (i.e., the chance of something happening that will have an impact on the objectives of the organisation) in the course of their work and to inform their supervisor, as per the *STARTTS Risk Management Policy and Program*.

Smoke-free Workplace

STARTTS is completely smoke-free. This means that smoking is not allowed in any STARTTS' buildings, vehicles or grounds, there are no designated smoking areas. As an employee you are required to comply with the 'Non-smoking' Policy.

I have read the **Communications and Public Relations Officer** Position Description, understand its contents and agree to work in accordance with the requirements of the position. I understand and accept that I must also comply with STARTTS' policies and procedures and can be required to work in any location under the jurisdiction of STARTTS.

I also agree to strictly observe STARTTS' policy on confidentiality of client information or such other sensitive or confidential information that I may come across in the course of my employment.

Employee Name: _____
Please print

Employee

Signature: _____ **Date:** _____

CHIEF EXECUTIVE OFFICER: Jorge Aroche

Signature: _____ **Date:** _____

The review for this Position Description is due: November 2025