

Organisational Services – Communications Team



Everyone has a right to feel safe at work, and Micah Projects is committed to minimising the risk to any staff member, student, volunteer, contractor, consultant, and Board Member within the organisation. We work collectively to comply with the *Work Health and Safety Act 2011*.

We provide a range of support and advocacy services to individuals and families according to their needs. We ensure the immediate needs of participants are met in a supportive, informed, safe, and respectful manner.

Micah Projects is an equal opportunity employer and promotes access to employment to individuals from a diverse range of social and cultural groups. We acknowledge the First Peoples of Australia as the traditional owners of this land and support their right to self-determination and cultural expression. We recognise that Brisbane is a diverse community and acknowledge the needs of individuals, families and communities relating to age, gender, disability, sexuality, and economic status.

It is important to Micah Projects that people feel welcome, have choices, and do not experience discrimination when working with Micah Projects.

It is our aim to work with participants, each other, and our partners to respectfully share knowledge, ideas, resources, and skills in order to improve the service for the people we support, and the people who work as part of Micah Projects.

Children and young people are entitled to live in a caring and nurturing environment and to be protected from harm and exploitation. Micah Projects is a child-safe and child-friendly organisation that prioritises the safety and wellbeing of children and young people. We actively provide guidance for management, staff, and others in identifying and responding to concerns about the abuse or neglect of a child or young person in contact with the organisation.

We extend these principles to create safe services for all participants we work with.

Micah Projects commitment to vulnerable and marginalised populations

Micah Projects Vision and Mission articulate our commitment to actively engaged with people who are marginalised, vulnerable and in many situations present with challenging behaviour.

Working in Micah Projects you are expected to proactively support this vision and mission whilst balancing the needs of staff to work in a supportive and safe environment.

To do this we actively work together to ensure that staff have the skills and knowledge to understand that many people who access our services do not have the ability to always regulate their emotions. This often occurs when they are frustrated, do not understand what options they have, and are impacted on by substance use or alcohol. The consequences result in staff being exposed to in appropriate and challenging situations which we are committed to providing training and support to problem solve and ensure services can be maintained.

Micah Projects actively wants to adapt a shared responsibility approach for creating a resilient culture whilst providing services to our most vulnerable participants. This requires self-awareness and a proactive approach within our organisational systems. We support staff in understanding the approach and context in which we work. We encourage staff to communicate their needs within this environment and a willingness to engage in problem solving strategies whilst providing support to participants.

Micah Projects provides outreach service in the community, centre-based services and services via phone. Our goal is to always disarm people with courtesy, respect and clear communication recognising that we may not always get it right and will learn from our participants when necessary. We recognise that many participants of Micah Projects have long histories of trauma from childhood and as adults. Whilst this is not an excuse for behaviours that are threatening to others, it is also an opportunity for participants to learn alternative ways of meeting their needs. This is how we implement a trauma informed and sensitive approach to our work.

We are committed to providing a culture of wellbeing and safety for our staff. Employees can access support and guidance internally and externally, as outlined in our Wellbeing Guide.

Position Overview

Position Title

Communications and Content Officer

Team

Communications Team

Reports to

Communications and Stakeholder
Engagement Lead

Line Manages

N/A

Classification/Award

Level 5, SCHADS 2010

Talkin

Communications and Stakeholder
Engagement Lead

Based at

West End

Backup when absent?

Communications Team

Organisational Services – Communications and Stakeholder Engagement

Organisational Services Cluster provides support and resourcing across Micah Projects through the key areas of Finance, People and Learning, Administration and Governance Support, Communications, Stakeholder Engagement, IT, Quality, Risk and Performance, WHS and Resource Management. They work to ensure governance and legislative compliances are achieved, so that the organisation can continue to provide high quality services to the community.

The Communications Team and Stakeholder Engagement Team develop, design, and manage internal and external communications for Micah Projects, including both traditional and digital communications. They assist across the organisation to coordinate major events, and work collaboratively with the community, businesses, schools, and philanthropists who share our vision to create equity and social justice.

This team provides guidance and support to the organisation with communication and engagement tools and advice and leads communication and engagement projects that have organisation-wide impact.

Position Description

As a Communications and Content Officer you will...

Develop compelling content by capturing, curating, editing, and managing communication across various print, digital, and partner channels - including websites, social media, EDMs, public relations, publications, and campaigns. This involves planning communications, creating content schedules, coordinating publication timelines, liaising with stakeholders, and managing suppliers.

Stakeholder Engagement

This position as part of a team engages with the following organisations/entities:

- Printers and Suppliers
- Donors
- Funders
- Special Interest and Community Groups
- Community Representatives
- Local businesses

Collaboration within the Cluster and across Micah Projects Clusters and initiatives may include:

- Inclusive Health Partnerships
- Homelessness to Home
- Domestic and Family Violence
- Lotus
- Wellspring
- Women, Children and Families
- Supportive Housing
- Social Enterprise and Community Connections

Key Responsibilities

- Research, capture, and craft stories that positively show the work of Micah Projects, its partners, and the community.
- Plan and develop content for all owned and earned communication channels, including social media, website, EDMs, and the intranet.
- Manage communication projects from concept to completion — including narrative development, key messaging, content strategy, channel scheduling, and coordination of stakeholders, budgets, and timelines.
- Coordinate and oversee external suppliers and specialist contractors, including preparing briefs, sourcing quotes, and managing agreements.
- Write clear and engaging copy for various marketing and business communication purposes to support Micah Projects' brand and objectives.

- Apply working knowledge of digital tools including Meta Business Suite, website CMS platforms, SEO, digital advertising, and Google Analytics.
- Review and edit public-facing content to ensure brand and style consistency, acting as the custodian of Micah Projects' language and communication guidelines.
- Contribute to team reporting through monitoring and tracking of project outcomes, digital channel performance, and budget reporting.
- Foster positive and collaborative relationships with stakeholders, aligned with the organisation's vision, mission, and guiding principles.
- Demonstrate and uphold a commitment to workplace safety in accordance with the Work Health and Safety Act 2011.
- Support Team Leaders with administrative, quality, and practice requirements within Micah Projects' systems.
- Perform other duties as required and relevant to the role.

Collaboration

- Work as a collaborative member of the multidisciplinary team, demonstrating a high level of teamwork, support, engagement, and communication reflecting the values of the organisation.
- Work as an inclusive member of the team, providing appropriate mentoring and guidance as required.

Professional practice

- Participate in all supervision and professional development as requested and to provide input into individual professional development plans.
- Provide high level professionalism, sensitivity, and responsiveness to the needs of internal and external people/partners.
- Accountable and responsible for making sure that organisational data and records are accurate, complete, and consistent, and used in accordance with policies and procedures and agreed upon evaluation processes.
- Promote a culture of respect, safety, and trauma-informed approaches.

Criteria and Conditions

Criminal History Screening

- ☒ National Police Certificate
 ☐ Blue Card
☐ Yellow Card
 ☐ APHRA Registration

Driver's License

- ☒ Essential
 ☐ Desirable

Travel

- ☐ Essential
 ☒ Desirable

Assets Provided

- ☒ Work Computer
 ☒ Work Phone
 ☒ Pool Vehicle
 ☐ Packaged Vehicle

Essential

- Relevant Business/Communications certificate, diploma or tertiary qualification and extensive experience, or a combination of experience, expertise, and competence
- Minimum three years' experience in communication content development and coordination, including the use of related tools, including Meta Business Suite, website CMS, EDM software and digital analytical tools.
- Experience in developing, implementing and monitoring multi-channel content strategies to meet targets and maintain positive brand reputation.
- Evidence of effective of communication style, written and verbal skills, and IT competencies (including Microsoft Office and other IT systems).
- Demonstrated commitment to cultural diversity and a working knowledge of equity and WHS principles.
- A positive attitude, and the ability to work flexibly, adaptively, and proactively in a team environment with direction and autonomously within program guidelines with a commitment to the values and principles of Micah Projects to meet community needs.

Desirable

- Previous employment in the social and community services sector.
- Skills and experience in photography, basic design and filming

General Conditions

- All employees are to practice the values of Micah Projects, as outlined in the Code of Conduct.
- Appointment to this position will be subject to a criminal history check, as outlined in the organisational Criminal History Screening Policy. All employees are required to cover the cost of this.
- All employees are to have valid working rights in Australia.
- All employees must utilise Micah Projects systems to facilitate the quality of the organisation's work and services. This includes, but is not limited to, Microsoft Office suite, Quality, Human Resource, Finance, Data and Case Management Systems.
- Employment in this position is subject to continued funding.
- Employment may involve work or training outside of normal business hours.
- All employees will comply with Workplace Health and Safety legislation as outlined in organisational policy and procedures.
- All employees are required to engage in support and coaching through the organisational performance development system.

Acknowledgement

I have read this Position Description and understand the requirements and responsibilities of this position as part of my employment with Micah Projects

Employees Name _____

Signed _____ Date _____

Document History		Version Number	02
Original Date	April 2021	Revised Date	September 2024