

## POSITION DESCRIPTION – Head of Media & Communications

### ORGANISATIONAL OVERVIEW

#### About our Organisation

The Centre for Non-Violence (CNV) is a well-established organisation, with over 20 years' experience in providing specialist family violence programs and services for women and children experiencing family violence and at risk of homelessness, men who use violence in the family and working with families across the continuum of response, early intervention and primary prevention. We provide a range of services for women and children experiencing family violence; programs for men who use violence in the family, including men's behaviour change programs, enhanced intake and case management.

CNV works collaboratively with key stakeholders and partners regionally and statewide, to implement primary prevention approaches, innovative projects and influence coordinated community responses and policy to prevent violence against women and their children. CNV provides a key leadership role and auspices positions that support policy and practice integration and coordination implementation. CNV is active leader and innovator in primary prevention, community education and engagement projects, activities and initiatives.

CNV is also the lead agency for the Loddon Campaspe Integrated Family Violence Consortium that is funded to deliver the full suite of services for women and children experiencing family violence, and programs for men who use violence towards family members.

CNV is a child safe organisation. We value, respect and listen to children and young people. We are committed to the safety, wellbeing and inclusion of all children and young people, including the cultural safety of aboriginal children and young people, culturally and/or linguistically diverse children and young people, gender and sexually diverse children and young people and children with a disability.

CNV has an Employee Bargaining Agreement with its staff, which allows both negotiated salary packaging and flexible working arrangements.

CNV Inc. is duly accredited to both DHHS (State) and QIC (National) Standards. Continuous quality improvement is an agency expectation.

#### Vision Statement

Gender and social equality in a violence free world.

#### Statement of Purpose

CNV Inc. is working towards its vision of a society free from violence, homelessness, discrimination, poverty and oppression by:

- Being responsive to the needs of women and their children through providing information, resources, housing options, referral, advocacy, education and support;
- Designing and delivering education, prevention and recovery programs;
- Ensuring women and children's rights are upheld;
- Challenging structural, legal and social inequities and advocating for change;
- Advocating for affordable, secure and safe housing options;
- Increasing community awareness of the social and systemic issues affecting women and children.

## Philosophy & Principles

Centre for Non-Violence will be guided by a feminist philosophy and the following principles in its relations with service users, staff, other stakeholders and the wider Community.

- **RESPECT** is an active conscious process that acknowledges differences and accommodates conflict. CNV Inc. will work in a consistently respectful manner thus ensuring its practice is non-judgmental, validating, confidential, supportive and acknowledges the intrinsic value of each person. Respect engenders trust, empathy and equality between people;
- **CO-OPERATION** by valuing the strengths and ideas of others. CNV Inc. works collaboratively to develop and maintain relationships to achieve the best outcome(s);
- **SOCIAL JUSTICE** is an integral part of CNV Inc. practice, actively advocating structural and social change and the development of a society that is just, equitable and respects human rights;
- **EMPOWERMENT**, supporting women and children through a power sharing approach to identify their own needs and make informed decisions utilising their strengths. Empowerment engenders self-determination and promotes resilience;
- **TRANSPARENT AND INCLUSIVE PRACTICES** ensure rights are protected and advocated for and that the service is accountable to stakeholders and the Community;
- **DECISION MAKING** processes based on participation, consultation and information sharing, whilst respecting and acknowledging different roles, responsibilities, functions and skills.

## **POSITION DESCRIPTION**

### Position Summary

Title:	<b>Head of Media &amp; Communications</b>
Classification:	Social, Community, Home Care and Disability Services Award 2010 – Level 8, pay point dependent upon experience.
Team/Unit:	Office of the CEO.
Work Location:	Office based in Bendigo. Some travel to Regional Offices may be required.
Hours/Contract:	30.4 - 38.0 hours per week, part-time (30.4) or full-time (38.0) hours per week as negotiated.
Salary Range:	Salary and conditions of employment are as per the Social, Community, Home Care and Disability Services Industry Award 2010 (SCHADS) and the Employee Bargaining Agreement (EBA). Copies of both the SCHADS Award and the EBA are available at our office. Above award wages may apply for this role.
Hours of Work:	Normal hours of work are between 9am and 5.06pm Monday to Friday. Some additional out of hours work may be required.
Accountability:	CEO

## Position Context

CNV has three major areas of operation: Client Services, Prevention and Development and Operations.

Our [Client Services](#) Division delivers a range of programs to the community including domestic violence outreach services for women and children experiencing family violence and/or homelessness; counselling for women and children experiencing family violence; young women's housing programs; programs for men who use violence towards family members including men's behaviour change, enhanced intake and case management.

Work teams within the Client Services Division are small integrated teams of workers with representation of our various client programs including those supporting men, women and children. Teams work with clients from intake to closure using a key worker model.

Our [Prevention & Development](#) Division provides a range of community engagement, research, advocacy and prevention programs including the auspice of the Family Violence Regional Integration Co-ordination program and the Loddon Mallee Homelessness Network including the regional Children's Resource Worker program.

Our [Operations](#) Division is responsible for managing the administration functions of the organisation, leading and co-ordinating quality assurance, compliance and corporate planning to ensure organisational and operational effectiveness and efficiency. Managing all aspects of human resources including employee wellbeing and engagement, occupational health and safety, budgeting, financial management, risk management and emergency management together with management of information, communication technology (ICT), data, privacy, security, asset and physical resources management including, infrastructure, environment and contractor management.

An Annual Work Plan guides the organisational priorities, which are informed by the CNV Strategic Plan and Continuous Quality Improvement Work Plan.

## About the role

The primary purpose of this role is to provide leadership, including project management, for articulating and beginning to implement a comprehensive Media & Communications Strategy for CNV. This strategy will work alongside and support the successful delivery of strategic, high impact projects to assist CNV to achieve its strategic objectives and demonstrate its social impact.

This role leads CNV's Media and Communications strategy, whose primary role is to develop a Media & Communications Strategy and promote CNV's key messages to the Australian public and protect and enhance CNV's reputation as a leading provider of violence against women services in our community.

This role will be responsible for developing and implementing a wide range of communications activity including all media liaison, social media content, information websites and publications.

The role also provides communications support to the CEO, and together with other staff located in the Strategic Projects & Innovations Unit, coordinates internal communications within CNV.

## Role Description

The role leads CNV's Media and Communications efforts to effectively communicate CNV's priorities and messages to the community, support our advocacy efforts and build and protect CNV's public profile and reputation.

Key requirements include providing strategic leadership on all media and communications activities, identifying new opportunities to further CNV's influence and in managing media and communications responses.

Fundamental to success in the role are strategic communications planning and implementation, fostering team development, encouraging initiative and innovation and working collaboratively with a diverse group of stakeholders.

## Key Description

- In consultation with key CNV personnel, developing CNV's Communication and Media Strategy.

- Working with external providers to develop an integrated Vision/Mission Marketing Strategy.
- Ensuring CNV's media and communications strategy and activity aligns with CNV's business strategy and vision and caters to the changing media and charity landscape.
- Identifying new media and communications opportunities for CNV to further our influence and enhance our ability to proactively communicate our priorities.
- Providing strategic communications leadership across CNV to ensure all activity aligns with our priorities and to protect and enhance our reputation.
- Responding to media enquiries and responding rapidly to manage emerging issues.
- Providing input into the wider organisational and business strategy and activities and working closely with the CNV executive team.

### Key Relationships

Executive Team: CEO, General Manager Client Services, General Manager Operations, General Manager Prevention & Development, Senior Manager Strategic Projects.

### Primary Accountability

Provide strategic leadership across all communications and media activity.

### Key Accountabilities

- Developing and overseeing the implementation of the CNV media and communications strategy and reporting on key outcomes.
- Providing senior strategic communications advice and leadership to the CNV Executive Team.
- Proactively identifying new communication opportunities – including across our digital, social and publication channels.
- Overseeing and approving all communications and media activity, including both reactive and proactive media relations, communications content, social media activity, publications and internal communications.
- Protecting CNV's position and reputation as a leading provider of integrated services across the continuum of response (prevention/crisis) through strategic communication management and advice.
- Working collaboratively with CNV to tell the story of our work and impact.
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- Be alert to any unsafe work practices or environments and take steps to ensure that no staff member or visitor is placed in a position potentially dangerous to themselves or others.

### Other Requirements

The role and its responsibilities are to be carried out in a manner that is consistent with all relevant delegations, policies and procedures at CNV.

Consistent with this all employees are:

- Expected to model CNV Core Values and ensure all workplace conduct aligns with these values and CNV'S Code of Conduct.
- Follow effective risk management and OHS practices, identify, assess, eliminate/control and monitor hazards and risks in the workplace and actively contribute to a safety culture;
- Drive a continuous improvement culture across the broader function.
- Expected to ensure the security of CNV's property and assets and maintain a commitment to the care of all CNV's property and assets.
- Other duties as required by the CEO within the scope of the role practises and processes, to meet service expectations.

Note: This Position Description is indicative of the initial expectation of the role and subject to change in line with requirements of CNV's goals and priorities, activities or focus of the job. The incumbent can expect to be allocated duties not specifically mentioned in this document, but within the capacity, qualifications and experience normally expected from persons occupying positions at this level.

### Competencies

**Teamwork** – attend and participates in team meetings, agency activities, program development, planning days, working groups, team building activities and supervision. Work well with others in the pursuit of team goals, share information, support others, show consideration, concern and respect;

**Initiative** – proactive and self-starting;

**Flexibility** – is adaptable, receptive to new ideas, responds and adjusts easily to changing work demands and circumstances, is not bound by old ways of doing things;

**Drive and Commitment** - is enthusiastic and committed, sets high standards of performance;

**Code of Ethics** – models and promotes organisational values and adhere to CNV's Code of Ethics. Ensure Core values are reflected in decision making and everyday behaviour in professional relationships and direct services;

**Service Safety and Quality** – contribute to the enhancement of quality practice and undertakes work efficiently, focusing on client satisfaction and maintaining service quality despite time constraints while striving to meet standard and safety requirements;

**Detail Focus** - undertakes finely detailed work in a precise and accurate manner;

**Change Management** – maintains a positive approach to change and adapts to new or different ways of working;

**Self confidence and resilience** - believes in self to respond to tasks/situations, maintains performance under adverse conditions and accepts new challenges;

**Accountability and integrity** – accepts accountability for own actions and is honest and trustworthy;

**Risk Management** – contribute to the control of risks and hazards and maintains a safe work environment in accordance with CNV's risk management and OHS policies and procedures;

**Judgement skills** – Ability to display judgement in communications with managers, senior management, Committee of Management and external agencies.

**Analytical skills** - Utilisation of advanced analytical and planning skills in reaching decisions and proposing recommendations. Demonstrated analytical and conceptual skills;

**Problem Solving** - Capable of discussing and resolving specialist problems. Ability to develop options and resolution to problems;

**Ability to manage tasks** - Set priorities and achieve positive outcomes within agreed timelines;

Negotiation skills - Ability to negotiate on delivery of conflicting time critical tasks.;

Interpersonal skills -The position requires the ability to gain cooperation and communicate with others. Written communication skills -prepare clear and accurate correspondence, and presentation of reports to management.

## KEY SELECTION CRITERIA

### Essential

1. Proven media and communications experience at a senior level, with a minimum of 10 years' experience.
2. Demonstrated experience in developing and implementing communications and media strategies across a range of platforms, including media, social media and content.
3. Demonstrated experience in reputation and issues management, media management and crisis communications.
4. Strong understanding and experience in strategic social change communications.
5. Demonstrated experience in managing teams and contributing to professional development.
6. Ability to operate in a complex, multifaceted environment.
7. Outstanding communication skills including highly developed verbal, writing and editing skills.
8. Strong attention to detail.
9. Ability to manage stakeholder relationships and build collaboration.
10. Strong commitment to CNV's vision, feminist values and principles including an understanding of the role and impact of gender and other inequalities in relation to that violence.

### Desirable

1. Understanding of and commitment to the not-for-profit sector.
2. Formal qualifications in a related discipline including media, journalism, marketing etc.

### How to apply

To be considered for shortlisting and an interview, applications must include the following:

- Covering letter.
- Each Key Selection Criteria must be addressed separately, and it is essential that the information you provide is clear, concise and most importantly relevant, so that the selection panel can readily assess your application.
- Current Resume.
- The names and contact details of three recent professional referees.
- Email your application to [vacancies@cnv.org.au](mailto:vacancies@cnv.org.au) or apply via our website at <https://www.cnv.org.au/jobs>
- All application enquiries, please contact Karen Andrews (03) 5430 3000.

**Applications close: Friday 29<sup>th</sup> May at 4.00pm.**

## Safety Screening and Mandatory Criteria

- All competitive applicants are subject to a satisfactory National Police History Check as part of the recruitment assessment process;
- Applicants who have lived overseas for 12 months or longer during the past 10 years are required to provide the results of an international police check;

- A current Employee Working with Children Check (WWC) card is required and will need to be provided prior to commencement of employment by the applicant. Currency will need to be maintained by the employee for the period of employment;
- All employees are subject to child safety screening and assessment against child safety standards as part of our thorough recruitment process;

## RELEVANT INFORMATION

### Benefits of working with CNV

- Attractive salary packaging can earn up to \$15,860 tax free.
- Above award wages and generous EBA conditions.
- Excellent work/life balance.
- Supportive and friendly organisational culture.
- On-going training and development opportunities.

### Roles and Responsibilities and Responsibilities

All employees are responsible for ensuring that they comply with all CNV's policies and procedures. All employees are responsible for the efficient and effective use of resources.

All employees are expected to work as part of a committed team that meets clients' expectations by providing a responsive and high-quality service delivery, in a respectful and dignified manner. This includes being part of the delivery of programs and services to standards of improvement required for our accreditation process.

### Pre-employment checks

CNV has a duty of care to its clients to create and maintain a safe, health working environment; therefore, any persons employed by CNV will be required to undergo satisfactory pre-employment checks, including 3 professional referees, a pre-existing Health declaration, a criminal records check and proof of identify and qualifications. Only criminal history that is relevant to the inherent requirements of the position is taken into consideration.

### Pre-existing Medical Condition check

Under Victorian WorkCover legislation, it is the applicant's duty to advise CNV of any pre-existing medical condition/s, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However, failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.

### Code of Ethics

The code of ethics provides the parameters for acceptable and unacceptable behaviour while at work or while on work related business off site. All employees of CNV are to act in the best interest of CNV as a whole with honesty, in good faith and with due care and diligence. All employees must comply with CNV's Code of Ethics and agree to work according to our values of; Respect, Co-Operation, Social Justice, Empowerment, Transparent and Inclusive Practices Decision Making.

CNV has a zero tolerance of child abuse and our Code of Ethics enforces appropriate behaviour and expectations with children. A Child Safety Officer has been appointed and can answer questions or concerns in relation to child safety.

### Probation Period

The position is subject to a 6-month probation period during which time you will receive advice and guidance to help you become familiar with and competent in performing the requirements of the position. During this

period, either party can terminate employment with one week's notice. A probationary review before 6 months will be undertaken.

### Occupational Health & Safety Requirements

CNV is committed to providing a safe and healthy work environment to all employees. Employees are expected to perform their duties in accordance with the Occupational Health and Safety Act 2004 and all Regulations, Codes of Practice and Council policies and procedures. In addition, employees are expected to:

- Conduct themselves in a manner that will not endanger themselves or others;
- Participate in Occupational Health and Safety training;
- Assist with audits of work procedures, equipment and workplaces.
- Identify areas of improvement and contribute ideas and suggestions that promote safety awareness.
- Be aware of emergency procedures and codes.
- Report unsafe work practices, incidents, hazards and near misses.
- Report unacceptable workplace behaviours such as harassment and bullying.

Any OH&S matters must be reported to either the OH&S Rep, General Manager, Operations or the relevant Manager.

### Risk Management

Employees are required to follow all policies and procedures in relation to risk management.

Employees are expected to:

- Participate in risk assessments.
- Demonstrate an understanding of, and a commitment to, CNV's Risk Management Framework
- Report all hazards and incidents of which they become aware.

### Use of Confidential Information

Employees shall not use confidential information to gain advantage for themselves or for any person or body, nor shall they use this information improperly to cause harm to any person, body or CNV.

Both during and after employment with CNV, employees must not:

- Communicate confidential or private information to third parties.
- Make use of any information gained through employment at the Centre for Non-Violence Inc for any purpose other than the discharge of official duties.

### Privacy

CNV is governed by the Information Privacy Act 2000 and the Australian Privacy Principles (APPS) and is committed to protecting the information it collects, monitoring its use and maintaining its integrity. Therefore, any information collected will be solely for the primary purpose intended and will be destroyed when no longer required.

### Equal Opportunity

CNV offers a work environment free of discrimination, sexual or other harassment, victimisation, vilification and bullying. Employees are expected to contribute to the maintenance of such a work environment.

### Diversity

CNV is an Equal Opportunity Employer; values diversity and encourages applications from Indigenous people, people living with disabilities and culturally and linguistically diverse backgrounds.