

Communications Officer – June 2020 (initial three month term)

Position Title: Communications Officer

Reports to: The Chief Executive Officer (CEO)

About DVNSW: DVNSW is the NSW peak representative body for specialist domestic and family violence services. Operating from a feminist, social justice framework, we work to improve policy, legislative and program responses to domestic and family violence (DFV). We work on behalf of our members representing over 70 organisations and individuals across the state.

Overview: To assist in all aspects of internal and external communications to assist in the growth in member recruitment and public engagement

Hours of work: 20 hours per week (must be flexible as some work will occur in mornings/evenings)

Roles and responsibilities:

- Develop communication materials (e.g. print, merchandise, social media, digital and video) that are exciting, engaging and consistent with the DVNSW brand
- Develop our key messages that are in line with our advocacy priorities and strategic direction
- Create visually impactful, responsive and on-brand content for DVNSW’s social media channels (Facebook, Instagram, LinkedIn and Twitter). This includes, infographics, graphic, image and video based content
- Ensure DVNSW’s social media channels are reviewed regularly and are consistent with their tailored audiences
- Help grow audiences in all key target groups by developing and executing effective communications activity in line with the communications plan including:
 - Drafting weekly member sector updates
 - Developing key communications for social, eDM, blogs and other comms materials as required
 - Assisting team with project communications and scheduling
 - Managing the DVNSW Communications calendar
- Developing, coordinating and distributing press releases to media and occasional pitching to media outlets
- Manage DVNSW Website and content
- Reviewing news, media releases and relevant websites to source content and identify upcoming events and opportunities
- Contributing to a marketing strategy for the CEO to increase member recruitment and engagement
- Contributing to the development and maintenance of the communications strategy, policies, procedures, registers and record
- Supporting day-to-day administrative tasks such as; email management, data entry and distribution lists
- Reporting on all communications activities

Essential skills:

- Have a/currently be studying Media & Communications or Marketing, or have 4 years previous experience in communications and marketing
- Have an understanding of the domestic and family violence sector
- Possess excellent communication and interpersonal skills, both written and verbal
- Possess excellent time management skills
- Sound computer skills and use of Google Drive, Docs and Sheets
- Ability to work autonomously or in a small team
- Experience with website management, social media management and programs such as Mailchimp and Wordpress

Desirable skills:

- Project Management experience
- Understanding of reporting on communications
- Understanding of Meltwater (Meltwater is a software as a service company that develops and markets media monitoring and business intelligence software)

Applications

- Please provide a Cover Letter (1 page only) and your CV to admin@dvns.org.au

Being a woman is a genuine occupational requirement of this position under Section 126A of the Anti-Discrimination Act 1977.