

Position description

Title:	Senior Communication Advisor
Position ID:	DJ8699
Reports to:	Manager, Media & Communication
Direct reports:	None. However, there may be opportunities to backfill the Manager, Media & Communication position from time to time.
Grade:	VPS5
Position status:	This is a full-time, fixed-term (up to two years) position. The Foundation is open to discussing how the duties could be performed flexibly in line with our Flexible Working Policy.
Location:	Level 6, 14-20 Blackwood St, North Melbourne
Salary:	The salary range for this position is set out in Schedule C of the Victorian Public Service Enterprise Agreement 2020. For more information, please refer to the Department of Treasury and Finance website (www.dtf.vic.gov.au).

About the Victorian Responsible Gambling Foundation

The Victorian Responsible Gambling Foundation was created by the Victorian Parliament under the *Victorian Responsible Gambling Foundation Act 2011* specifically to address the challenge of gambling harm in the Victorian community.

Our vision is a Victoria free from gambling-related harm. We aim to improve the health and wellbeing of Victorians by working with our communities and government to deliver effective, evidence-based initiatives and innovative approaches to prevent gambling harm and provide support for those seeking help. Our strategic priorities are to:

- prevent gambling harm through a public health approach
- work in partnership with those who share our vision to improve community health and wellbeing
- build a collaborative and respected centre of expertise to deliver our mission for all Victorians.

The Foundation's values guide our actions, behaviours and the way we engage with each other and our stakeholders. These values are to be Respectful, Accountable, Collaborative and Innovative at all times. All employees are required to comply with the Foundation's values and the Victorian Public Service Code of Conduct.

We are a fair and equitable employer, providing a respectful, flexible and inclusive workplace for all. For more information about our work and employment offer, please visit the Foundation's website (responsiblegambling.vic.gov.au).

About this role

The Senior Communication Advisor sits in the Strategic Communication team, which sits in the Strategic Communication and Marketing branch of the Foundation.

The position makes a key contribution towards the achievement of strategic priorities through outstanding communication services that support our public health approach to gambling harm and promote the work of the Foundation. The role is responsible for developing and implementing effective communication plans and creating tailored content for a range of audiences and platforms, including print, digital and multi-media formats, and coordinating publications. The role is involved in formulating strategic media and communication advice on a range of issues; supporting professional, strategically aligned stakeholder events; and working in close collaboration with the broader Foundation team to maximise opportunities to engage the community and key stakeholders.

Strategic Communication & Marketing

The Strategic Communication & Marketing branch develops and implements integrated communication strategies that increase community and stakeholder understanding of gambling harm and support individuals to access help when needed. The team is responsible for corporate communication, consumer campaigns, and partnerships with elite sporting clubs, and contributes to ensuring the Victorian community, our service partners and stakeholders continue to hold the Foundation and our work in high regard.

Strategic Communication

The Strategic Communication team leads the Foundation's corporate communication activities, plans and implements communication strategies, and manages reputation issues. The team seeks to build and maintain strong relationships with the Minister's office, board, and departmental and community stakeholders. Working to maximise communication opportunities, the team is responsible for delivering high-quality, well-organised and strategically aligned media advice, targeted online and print content, and stakeholder events.

Key accountabilities

- Work across the Foundation to develop, manage and implement communication strategies to effectively reach, engage and influence target audiences.
- Produce high-quality content for a range of platforms, including print, digital and multi-media formats, and coordinate publications.
- Drive the strategic narrative across internal and external communications and collaborate with others in the Strategic Communication & Marketing branch to deliver on priority projects and ensure appropriate compliance with the organisation's corporate and consumer brands.
- Provide authoritative and timely advice, reasoned recommendations and innovative options and solutions on communication issues, including proactive and reactive media opportunities, to senior management and key stakeholders.
- Support the development and implementation of the organisation's stakeholder events plan.
- Build and maintain positive, productive relationships with peers and key stakeholders, internal and external.
- Oversee the work of key external service providers including videographers, graphic designers and printers.
- Actively contribute to team/branch planning and report regularly on the delivery of key program activities to the Manager, Media & Communication.
- Adhere to the 'whole-of-government' communication requirements and provide advice to all business units on matters related to these requirements.
- Provide advice and leadership across the branch, including actively supporting the professional skills development of team members.
- Demonstrate a commitment to the Foundation's core values and expected behaviours.

Important relationships

The Senior Communication Advisor works closely with the Manager, Media & Communication to develop and deliver strategic communication advice and support that contributes to the Foundation's progress towards achieving our strategic priorities.

Key stakeholders include the Executive Leadership team, the board, the Minister's office, and project leaders and teams across the Foundation. The role may also involve working with state, regional, and local media, as well as other government agencies and community organisations.

Success factors

- Positive and constructive stakeholder engagement.
- The Foundation has a strong presence in the community and among stakeholders engaged in preventing and reducing gambling harm.
- Effective, professional, tailored, accurate, timely and on budget communication strategies and materials are developed and implemented.
- Content goals and strategies are formulated, tracked and achieved on time and on budget. Measures of success are achieved towards desired shifts in social norms and community behaviours.
- A consistent narrative about the work of the Foundation is evident across traditional/mainstream and social media channels.
- Communications protect and strengthen the Foundation's brand and reputation. Risks are effectively managed and mitigated.
- A strong, relevant and aligned brand and identity for the Foundation is built.
- Accessible, engaging, plain English content and high-quality professional design.

Key selection criteria

Knowledge and skills

Technical or specialist knowledge: demonstrated high-level strategic communication experience, especially in developing and implementing communication and stakeholder engagement strategies. Excellent writer with great attention to detail and significant experience in developing content for a range of channels, including working with designers, photographers, videographers and other specialists, preparing briefs and managing the creative process.

Experience in organising and coordinating corporate and stakeholder events. Proactive and reactive media and issues management experience is desirable.

Communication skills: has advanced capability in using written and spoken language to convey and obtain information, insights and ideas.

Digital technology concepts and trends: understands the opportunities, risks, principles, practices and standards associated with developing, implementing and monitoring digital technology.

Marketing communications: understands principles, practices and standards associated with creating demand for, and engagement with, an idea, a piece of information, a service, or a product.

Project management: understands principles, practices and standards associated with designing, implementing, monitoring and evaluating a

piece of work to deliver a specific outcome at a specific time, often as part of a larger program or endeavour.

Analysis skills: is able to break down complex topics or situations into smaller parts to gain a better understanding and useful insights.

Priority and time management: is able to undertake a number of different tasks simultaneously, ensuring the most important tasks are completed in line with agreed expectations about timeliness, quality and resource use.

Stakeholder management: is able to keep interested parties informed about, and engaged with, a particular endeavour, while managing their expectations about outcomes.

Personal qualities and mindset

Accountability: works to clear objectives in a transparent manner; accepts responsibility for decisions and actions; seeks to achieve best use of resources; submits to appropriate scrutiny.

Adaptability: accepts new and different situations as a matter of course, acting quickly to respond to changing information and direction.

Resilience: maintains a positive attitude and continues to deliver consistent quality work in the face of challenging situations.

Initiative: takes action within agreed organisational parameters without being asked or directed to do so.

Collaborative: approaches activities, decisions and outcomes from the perspective of working with others.

Detail focus: pays close attention to the smallest elements of an activity or product to achieve accuracy and consistency. Pays attention to detail.

Results orientation: uses the ultimate purpose of any given endeavour to provide the basis for decision making and motivation. Is outcome focused.

Qualifications

A tertiary qualification or equivalent experience in communications, public relations or a related field is required.

Important information

The Foundation is a statutory body that is funded by the Victorian Government and governed by an independent board. The board is responsible for providing strategic direction and ensuring the Foundation achieves its objectives and carries out its functions. Administratively, the Foundation sits within the Department of Justice and Community Safety portfolio. The board is accountable to the Minister for Consumer Affairs, Gaming and Liquor Regulation.

The Foundation is committed to the health, wellbeing and development of all employees, and willing to consider flexible work arrangements to accommodate individual preferences while meeting business requirements. More detail on our offering to employees is available on the Careers page of our website (responsiblegambling.vic.gov.au/about-us/careers/).

The Foundation embraces the public sector employment principles established under Part 2 of the *Public Administration Act 2004*. The principles aim to ensure that employment decisions are based on merit, employees are treated fairly and reasonably, equal employment opportunity is provided, and human rights, as set out in the *Charter of Human Rights and Responsibilities Act 2006*, are upheld. Aboriginal and Torres Strait Islander people are encouraged to apply for Foundation jobs.

This position description is indicative of the initial expectations of the role and subject to changes to the Foundation's goals and priorities, or team focus.

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