

Position Description:

Strategic Communications Lead

About Switchboard Victoria (Inc.)

Switchboard Victoria is a community-based, not for profit organisation that provides peer-based, volunteer driven support services for Lesbian, Gay, Bisexual, Trans and gender diverse, Intersex, Queer, Asexual and more (LGBTIQA+) people and their friends, families and allies.

Our current activities include:

- **Phone and web counselling and referral** – Switchboard is the Victorian partner in the national Qlife service. Qlife provides anonymous and free LGBTI peer support and referral for people in Australia wanting to talk about sexuality, identity, gender, bodies, feelings, or relationships.
- **Community connections for older LGBTI people** – Switchboard's Out & About program aims to reduce social isolation and loneliness through creating friendship and connection between LGBTI seniors living anywhere in Victoria and peer volunteer visitors.
- **Rainbow Door** - is a free specialist LGBTIQA+ helpline providing information, support, and referral to all LGBTIQA+ Victorians, their friends and family during the COVID-19 crisis and beyond. Rainbow Door supports people of all ages and identities with issues that may include suicidal thoughts, family and intimate partner violence (including elder abuse), alcohol and other drugs, relationship issues, sexual assault, social isolation, mental health and wellbeing.
- **Suicide prevention** - research and development of suicide prevention resources and programs for LGBTIQA+ communities.
- **QTIPoC Programs** - In consultation with key stakeholders, Switchboard's QTIPoC Programs will build on our previous QTIPoC Project in continuing to build internal capacity in relation to meeting QTIPoC community needs and extend into targeted services as outlined below. The QTIPoC programs aim to build greater equity for Queer, Trans, Intersex Peoples and/or People of Colour and People of Faith.

Position Details

Title:	Strategic Communications Lead
Organisation:	Switchboard Victoria (Inc)
Employment Type:	0.8 EFT, 24 month contract, — with the intention of ongoing, pending funding
Classification /Remuneration	Social and Community Services Employee, Level 6 Pay Point 1 to 3 based on qualifications and experience to be confirmed as per the <i>Social, Community, Home Care and Disability Services Award 2010</i> . Plus Superannuation. Plus, tax benefit from salary sacrifice package of up to \$15,899
Location:	St Kilda (Flexible working arrangements available, with regular working from home offered.)
Reports to:	CEO
Direct reports:	None



Position overview

Switchboard requires a passionate member of the LGBTIQA+ community who has outstanding communication skills. A community minded person who can take the lead in shaping and delivering Switchboard's communications strategy and membership engagement.

About the role

Switchboard requires an experienced writer with demonstrated project management skills who can:

- Lead the promotion and communication of Switchboard's events, activities, programs, volunteer recruitment and campaigns.
- Manage and maintain Switchboard's online communications tools, including producing website and social media content. Creating and delivering high quality engaging content that achieves community activation of community members, supporters, membership and volunteers.
- Create website content that is trauma informed on the topics of suicide prevention, family violence and mental health.
- Lead communications efforts to grow, engage and activate our community in ways that meet and contribute to advocacy and fundraising goals.
- Proactively lead engagement with media outlets and journalists to ensure advocacy priorities and activities are strongly reflected in media reporting, including through developing and promoting stories and data to media outlets.
- Produce membership engagements, including newsletters, updates and invitations, and, as directed by the CEO and in collaboration with other team members, provide support in events that engage membership and general public.
- Maintain and manage Switchboard's membership and supporter database.
- Support the written work of Program staff including assistance with grant writing, policy submissions and program report writing.
- Work with the Board and CEO to produce the writing for the Annual Report and other strategic communications.
- Work with Switchboard's lived experience stakeholders to generate copy and other content for relevant communications.
- Provide support in other tasks, as directed by the CEO.

Key Selection Criteria

Essential

1. Applicant must identify as part of the lesbian, gay, bisexual, transgender, gender diverse, Intersex, asexual communities (LGBTIQA+) [Switchboard Victoria has an exemption under the Equal Employment].
2. A nuanced understanding of the complex issues faced across lesbian, gay, bisexual, transgender and intersex (LGBTIQA+) communities.
3. Some understanding of, and a willingness to continue learning, communications approaches that are mindful of intersectionality - including antiracism work, disability inclusive work and anti-ageist work.
4. An understanding of how communicate around mental illness, suicide prevention and family violence.
5. Ability to work to a deadline within a fast-paced environment. Able to work independently as well as part of a team. Must be thorough and detailed oriented.
6. Tertiary qualified in media communications, marketing, public relations or equivalent work experience.



7. Exceptional written and verbal communication skills with the ability to develop and edit copy for events and activities, volunteer recruitment, promotional materials, media releases, reports and grant writing, including in consultation with people with lived experience where relevant.
8. Strong relationship management skills including a proven capacity to form and maintain networks of influence.

Highly Desirable

Experience working with fundraising and not-for-profit campaigns would be an advantage.

To find out more and apply

Please make yourself familiar with Switchboard's purpose and programs by visiting our website at www.switchboard.org.au.

Please carefully review the selection criteria for this position, which you should systematically address in your application (both essential and desirable criteria).

NOTE: *Applications that do not address the Selection Criteria will not be considered.*

How to apply: Please complete our online Wufoo form found [here](#), to apply with a resume, cover letter and document addressing the selection criteria above.

Contact: For more information, please contact:

Joe Ball, Switchboard CEO

Email: ceo@switchboard.org.au

Applications close: Sunday 22 August 2021

Find out more about working at Switchboard at <http://www.switchboard.org.au/>

Switchboard values diversity and is committed to the principles of cultural and ethnic diversity, social inclusion, and anti-racism. We promote a workplace that actively seeks to welcome and value unique perspectives. Switchboard especially welcomes and encourages applications from people who are Aboriginal and/or Torres Strait Islander; trans, gender diverse or intersex; disabled; carers; live with HIV, are culturally and linguistically diverse (CALD), People of Colour or People of Faith.

Acknowledgement of Country

Switchboard Victoria is based on the lands of the Kulin nations, always and forever the home of the Wurundjeri, Boonwurrung, Wathaurong, Taungurong and Djadjawurung peoples. We acknowledge that our work takes place on lands that are under colonial occupation and that Kulin Nation sovereignty was never ceded. We hope to pay our respects to Kulin Nation elders, past and present and wish to extend this respect to any and all Aboriginal and Torres Strait Islander People.