

SCHEDULE 1

Communications Officer Position Description

Position Title	Communications Officer
Position Status	Full-time or Part Time (minimum 0.8EFT) – negotiable / Fixed term for 12 months – with a possibility of extension
Salary	\$75,000 (pro rata) + salary packaging and superannuation
Award Classification	SCHADS 4
Position Reports to	Communications Manager
Position Supervises	Nil
Date Reviewed	January 2022

About Women’s Legal Service Victoria

WLSV is a highly respected not for profit organisation which has been providing free legal services to women since 1982. We work with and for women experiencing disadvantage to address legal issues arising from relationship breakdown or violence. We use our experience to inform our policy, law reform and education work.

WLSV provides legal services within a multi-disciplinary and trauma-informed practice in family law, family violence and child protection. Our model incorporates social work and financial counselling to provide wrap-around support to the most vulnerable and at-risk clients.

Our culture

We are passionate, collaborative and solution focused. We are committed to our mission to build a gender equitable country. We work alongside women experiencing disadvantage, to promote their rights to live free from violence, and make informed choices about their relationships.

We work in a way that is woman-focussed, engaging and supporting the whole person and appreciating the complexity of her situation.

It is through a feminist lens that we deliver high quality services to our clients and support each other as colleagues.

About the position

The Communications Officer is a newly created role that will work with the Communications Manger to promote the work of Women’s Legal to a range of audiences. The role will contribute advice and ideas to strategic communications discussions and produce high-quality content to support the policy, legal, education and fundraising objectives of the organisation.

The Communications Officer will regularly liaise with subject matter experts to convert technical information into accessible, plain English content for a variety of audiences.

Position Objectives

The Communications Officer's primary objective is to work collaboratively with the Communications Manager to provide high level internal and external communications to support a diverse range of projects across the organisation. The role will increase our reach and build awareness of the vital work we do assisting women experiencing violence.

Key Responsibilities

1. Communications

- Together with the Communications Manager, develop and implement communications plans and content for Women's Legal projects, campaigns and events, including brochures, fact sheets, and other promotional material.
- Work with the Communications Manager to develop and execute external comms/media/strategic activities - including drafting and distributing media releases and monitoring news sites.
- Liaise effectively with internal staff across the organisation – including lawyers, policy managers and legal educators - to maximise the impact of their campaigns and projects
- Develop and strengthen external stakeholder relationships and networks in collaboration with the Communication Manager

2. Digital content coordination

- Develop and implement an engaging social media calendar that promotes our work, including posting, scheduling and monitoring of WLSV social media accounts
- Assist in the development of digital advocacy campaigns in collaboration with Communications Manager and Policy Manager.
- Regularly monitor and report on analytics from active campaigns
- Maintain and consistently review the Women's Legal website, including uploading new content and revising existing content.
- Manage the internal staff e-newsletter, including sourcing, writing and uploading content

3. Events & Fundraising support

- Work with the Communications Manager and Partnerships Manager to develop targeted communications strategies to meet fundraising objectives
- Assist with fundraising communications and promotion in consultation with Partnerships Manager
- Provide communications support and advice for events, seminars, training etc
- Work closely with Communication Manager to increase brand awareness and cut-through with a range of audiences

Position Requirements

1. Skills, Knowledge and Behaviour

Candidates should demonstrate the following:

Essential skills

- Demonstrated skills and experience in the development of high-quality targeted communications and marketing materials

- High-level oral and written communication skills, with demonstrated ability to communicate effectively with a diverse range of stakeholders
- Demonstrated ability to adapt written communications for a range of audiences and platforms and translate complex ideas into simple, attention-grabbing text
- Strong attention to detail and accuracy
- Excellent time management and organisational skills, with proven ability to meet deadlines and juggle multiple tasks
- Experience in professional management of social media platforms, especially LinkedIn and Twitter
- Digital design skills, with the ability to create social media tiles, banners, document/EDM templates etc.
- Proficiency in Microsoft Office Suite.

Additional preferred skills/knowledge

- Understanding of or interest in gender equality issues in Australia
- Experience with content management systems, especially WordPress
- Experience with email marketing software, such as Campaign Monitor
- Experience with basic design programs, such as Canva

2. Qualifications and Experience

Candidates should have the following:

- Tertiary qualifications in communications, marketing communications, media or similar discipline
- At least 2 years' experience in a similar communications role

Shared Organisational Responsibilities

Women's Legal Service Victoria (WLSV) has the following expectations of all employees:

<p>Values and Behaviours</p>	<p>WLSV works within a feminist framework, which means that we work:</p> <p><i>Alongside women</i>, promoting 'power with' or 'power for' our clients, rather than being complicit in a legal system that maintains 'power over' our clients</p> <p>In a way that is <i>woman-focussed</i>, engaging the whole person, appreciating the complexity of her situation and supporting women to address <i>all</i> of their needs</p> <p><i>As part of a movement for social change</i> to challenge the social, political, economic and legal structures that oppress women. We work as equal partners with everyone with whom we work, recognising their strengths and unique contributions. We take up a leadership role, when we can be most effective by engaging or influencing others</p> <p>It is through this framework, that high quality services are delivered to clients. It also defines how we treat each other as employees.</p> <p>Employees have an important role to play in upholding WLSV's ethics and values, including the Code of Conduct.</p>
<p>Safe Workplace Actions</p>	<p>The responsibilities of this position are completed in line with organisational Occupational Health and Safety (OH&S) policies and procedures. The incumbent will display and promote safe actions in the workplace at all times.</p>
<p>Policies and Procedures</p>	<p>The responsibilities of this position are completed in line with all WLSV policies related to the position.</p>
<p>Legislative Framework</p>	<p>The responsibilities of this position are completed in line with the relevant legislative framework of the position's team.</p>

Equal Opportunity Employer

Women's Legal Service Victoria (WLSV) is an Equal Opportunity Employer committed to promoting a diverse and inclusive workforce and we strongly encourage Aboriginal and Torres Strait Islander people to apply for positions within our organisation. It is a key priority of our Reconciliation Action Plan to support principles of self-determination by increasing Aboriginal employment at WLSV. We recognise that our workforce can benefit greatly from the unique knowledge, skills and expertise of Aboriginal and Torres Strait Islander people in achieving a culturally safe and responsive service for our clients.