

## Position Details

<b>Position Title:</b>	Digital Channel and Communications Advisor
<b>Work Type:</b>	Full Time, or the role could be split and offered at 0.6FTE for the right candidate / 12-month contract (continuation subject to funding)
<b>Pay Rate:</b>	\$70,000 - \$90,000 p.a., salary commensurate with experience + regulated superannuation (11%) + Salary Packaging
<b>Location:</b>	Flexible Hybrid - home & office (Melbourne CBD)

## Centre for Excellence in Child and Family Welfare Inc.

The Centre for Excellence in Child and Family Welfare (CFEFCW) is a not-for-profit peak body for child and family service organisations in Victoria. We advocate for children, young people and families and provide training, research and networking opportunities to the sector. We focus on the voices of young people in foster, kinship and residential care in Victoria, as well as working on larger Federal campaigns around equality.

**The Centre is committed to being a diverse and inclusive workplace, and to the health, wellbeing and cultural safety of our staff. We encourage applicants of any background, culture, gender, and experience to apply for roles as they become vacant. We strongly encourage applications from Aboriginal and Torres Strait Islander people**

## Organisational Accountabilities

The Centre is committed to the health, safety, and wellbeing of its staff. The Centre and its staff must comply with a range of statutory requirements including equal opportunity, occupational health and safety and privacy. The Centre requires staff to comply with its policies and procedures and related statutory requirements.

## Benefits of working at the Centre

- Up to three days additional leave (pro rata) over Christmas/New Year period
- Family friendly flexible working arrangements
- A flexible hybrid work-from-home arrangement
- Paid parental/carer/study leave
- Ongoing training and professional development opportunities
- A supportive and positive work environment
- Employee Assistance Program (EAP)
- Leave loading of 17.5%
- Attractive not-for-profit salary packaging (this boosts your income by reducing the amount of tax you pay), with additional Meal/Holiday accommodation benefit

## Team/Project Summary

The Media & Communications team is responsible for the coordination of media (digital, print, radio, TV), marketing and communication, membership engagement, digital content creation, website maintenance, and EDM creation and management.

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The Media and Communications Team works across the Centre supporting all teams, campaigns, and projects as well as providing authoritative advice and support to the CEO.

## Position Summary

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Digital platforms are central to the Centre's vision that Victorian children, young people and families are safe, happy and connected, with access to support when they need it.

The role offers the opportunity to manage content distribution across the Centre's newly launched website, and social media channels.

The Digital Channel and Communications Advisor will play a critical role in supporting the Media and Communications team external channels, supporting Centre programs with social media campaigns and managing and helping grow the Centre's newly redesigned and rebuilt website. This will include uploading content and managing the SEO of the site to ensure best practice web management.

The role will involve working on Centre program content and events, sector wide campaigns, and state and federal elections and budget cycles. Full training and support will be provided for anyone who does not have experience working on these types of campaigns.

The ideal candidate has established content creation and writing skills, loves social media, is proactive and driven, and enjoys learning new skills in a supportive and flexible environment. This role is ideal for a candidate looking to excel in their skills and experience in the NFP sector while making a positive impact for Victorian children, young people and families.

- **Reports to:** Manager, Strategic Communications, Engagement & Advocacy
- **Reporting to this role:** There are no positions reporting to this role

## Key Accountabilities

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- Publication and distribution of content on the Centre's website
- Coordination with internal program content managers to ensure consistency and quality of published content
- Planning and coordinating program and advocacy campaigns through the Centre's social media channels
- Digital platform analytics
- Creating content for social media and digital platforms and maintaining a content calendar
- Creating, implementing, and managing paid social media campaigns
- Content creation and support of the Centre's communication team
- Writing copy
- Management of building and nurturing an online community, driving sector relevance, and fostering viewer engagement and subscribers

## Key Selection Criteria

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### Essential

- 5+ years' experience of practical website content management in medium to large organisations
- Sound knowledge of website platforms, such as Wordpress
- Sound knowledge of social media platforms and online data analytics and reporting as well as search engine analytics.
- Knowledge of accessibility standards and experience in making content WCAG compliant
- Strong copywriting and communication skills
- Digital asset creation (working knowledge of basic video editing required).

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To excel in this role, we are looking for candidates with a minimum of 3 years of experience in website and social media management, who possess the following:

- Proven success and growth via organic social media platforms including LinkedIn, Meta, and YouTube
- Experience in using Canva and Adobe Suite to create visual assets for digital platforms
- A high level of organisation and ability to meet deadlines
- Excellent attention to detail

**Conditional Employment Requirements**

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1. Satisfactory police check
2. Satisfactory Working with Children Check
3. This role requires current valid work rights for Australia. Visa sponsorship is not available for this position.

To apply for this role please select **Apply Now** to email a cover letter outlining your skills and experience which relate to the role description, together with your CV and a response to the Key Selection Criteria (maximum 2-pages).

Applications will be reviewed on a rolling-basis as we are keen to appoint as soon as possible.

For any further enquiries please email: Louise Johnson <[louise.johnson@cfecfw.asn.au](mailto:louise.johnson@cfecfw.asn.au)>

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