



SOUTH-EAST MONASH LEGAL SERVICE INC.

ADVOCACY COMMUNITY EMPATHY

POSITION DESCRIPTION: Communications Officer

Title:	Communications Officer
Status:	Part Time (7.6 hours/1 Day per week)
Reports to:	Head of Communications
Classification:	Social Community Home Care and Disability Services Industry Award
Salary:	SCHADS Award rate (based on skills and experience) plus superannuation and generous salary packaging

About SMLS

Established in 1973, South-East Monash Legal Service (SMLS) is a community legal centre that provides free legal assistance to people in Southeast Melbourne. SMLS provides legal information, advice and case work including representation for people experiencing disadvantage on a range of legal matters, such as family law and family violence, employment law, debt and fines, civil litigation, wills, power of attorney, and tenancy.

SMLS aims to empower and support members of the community to understand and make use of the law and the legal system to protect their rights and to increase their awareness of their legal responsibilities. SMLS is a strong advocate of and committed to the use of integrated service models to address multifaceted challenges facing our community members.

SMLS is committed to advocacy and social change. SMLS is a leader in the provision of community and clinical legal education; advocacy through policy submissions and lobbying; outreach services; and targeted referral programs.

Our Vision

A fair and inclusive community where people can access the resources, networks and support they need to resolve legal issues and overcome barriers to social, cultural and economic inclusion and participation

Our Purpose

To help resolve people's legal and interconnected issues and ensure that laws and legal processes are fair.

Our Values

Our core values are Respect, Community, Excellence and Courage.

Position Purpose

The Communications Officer supports the Head of Communications in managing and implementing SMLS's internal and external communications to enhance the centre's visibility among disadvantaged communities, promote access to our legal services and support our advocacy and social justice mission.

This role provides day-to-day communications support including content creation and social media management while working collaboratively with staff and community partners to ensure consistent, accessible messaging across all platforms.

Strategic Objectives

This role aligns with all our Strategic Objectives.

Employees, students and volunteers at SMLS should be able to demonstrate a working knowledge of these objectives and be able to implement them through their duties. For more information about our strategic objectives, read SMLS' Strategic Plan 2021-2025 [here](#).

Position Responsibilities

- Develop and write communications materials including media releases, newsletters, e-bulletins, brochures, social media content, website copy, and promotional materials in consultation with the Head of Communications and legal staff.
- Produce plain English legal education materials working with specialist solicitors to make legal information accessible to community members.
- Create and manage content for SMLS's website, ensuring information is current, accurate, and accessible.
- Maintain brand consistency across all communications materials in accordance with SMLS's style guide and branding guidelines.
- Manage SMLS's social media platforms by creating engaging content, scheduling posts, and monitoring engagement.
- Respond to social media comments and inquiries in a timely and appropriate manner.
- Implement social media strategies developed by the Head of Communications to increase visibility among target communities.
- Draft media releases and support media inquiries under the direction of the Head of Communications.
- Maintain media contact databases and stakeholder lists.
- Monitor media coverage and track communication metrics to measure effectiveness.
- Develop communications materials that are culturally appropriate and accessible to diverse communities.
- Coordinate promotional activities for community legal education sessions and outreach programs.
- Prepare communications reports for the Head of Communications and management.
- Maintain statistics and records related to communications activities.
- Provide general administrative support to the communications function.

Organisational Participation

- Participate in organisational strategic planning initiatives and projects.
- Contribute to a healthy, productive organisational culture where work practices, decision making, and behaviour reflect SMLS philosophy and values.
- Develop and strengthen networks, engaging the support and involvement of a range of individuals and organisations.
- Perform other duties as directed and necessary for the proper performance of the role.

Values and Behaviour

- Promote and role model appropriate behaviour to support SMLS culture, performance and profile.
- Actively support SMLS commitment to the principles of diversity, inclusion, social justice and Equal Employment Opportunity.
- Actively demonstrate organisational values.
- Demonstrate commitment to continuous personal development, with a strong willingness to develop new skills and knowledge.

Health, Safety & Wellbeing

- Act in a safe manner at all times, including complying with all safety instructions and training.
- Participate in, and contribute to, health and safety awareness and improvements.
- Report all incidents, injuries and potential hazards in a timely manner.
- Ensure that the work is carried out in ways which safeguard the health and safety of workers, or others in their charge, including contractors whom they engage.

Position Requirements

Essential Selection Criteria

- Tertiary qualification in Public Relations, Journalism, Marketing, Communications, or a related field or equivalent experience will be considered in lieu of formal qualifications.
- Proven communications experience in communications, marketing, or related roles.
- Strong writing and editing skills with demonstrated ability to create clear, compelling content for diverse audiences and produce plain English materials.
- Digital and online communication skills including content management systems, social media management, and email marketing platforms.
- Social media expertise with demonstrated ability to develop, implement and manage content across multiple platforms.
- Project management capabilities with strong organizational skills to manage multiple tasks, meet deadlines, and prioritize effectively.

- Research skills with attention to detail and ability to source, verify, and present information accurately.

Desirable

- Experience with Adobe Creative Suite or other graphic design and video editing tools.
- Familiarity with the community legal sector, legal services, or not-for-profit organizations.
- Experience working with vulnerable or disadvantaged communities.
- Knowledge of data analytics and measurement tools for communications (e.g. social media insights).

Personal Attributes

- The ability to work within strict deadlines, independently and with minimal supervision.
- Demonstrate a solutions and outcomes focus, maintaining a steady line of sight to the impact of our actions for our clients.
- Ability to demonstrate initiative and openness to change, with a receptiveness to new ideas.
- Exercises initiative and identifies opportunities to improve service delivery.
- The capacity to reflect on own work performance.
- A commitment to SMLS values and to creating a positive work environment.

Location and Work Outside Office Hours

The position will be based between the SMLS offices in Springvale and Narre Warren, with work also conducted at outreach and court locations. Occasional work outside normal office hours may be required, such as to attend meetings and after-hours events.

What SMLS offers

- 5 weeks annual leave
- Extra days off over Christmas and New Year
- Paid above award
- Cultural and ceremonial leave
- Additional Family Violence leave
- Gender affirmation leave
- Professional development
- A culture of mentorship and opportunities for career progression