

## Position Description

### Strategic Communications Lead

#### 1.0 Profile of Employer

Community Legal WA (CLWA) is the peak body for Western Australian community legal services. We have 23 members including community legal centres and Aboriginal Community Controlled Family Violence Prevention Legal Services (CLS). Our vision is a fair Western Australia in which everybody has access to justice.

The primary functions of Community Legal WA are to:

- Build capacity, and promote effectiveness, sustainability and collaboration in individual CLCs and the community legal sector; and
- Advance human rights and social justice through law reform, policy, advocacy, projects, and legal professional education.

Community Legal WA is staffed by a small team and supports the sector through communications, services, and advocacy. Community Legal WA is governed by a Board and receives funding from the WA Government and other sources.

#### 2.0 Role of the Strategic Communications Lead

The Strategic Communications Lead develops, leads, and implements CLWA's communication strategy and operational plans in close collaboration with the CEO. The role is broad in nature and operates across all CLWA's communications including strategy and operations with a focus on media, campaigns, and operational communications.

#### 3.0 Communication and Reporting lines:

**This role reports to:** CEO

**This role works alongside:** CEO, Policy & Advocacy Manager, Manager of Collective Capability & Business Development, staff, members.

**Positions reporting to this role:** Supervise the communications tasks of the Events, Communications & Administration Officer (line managed by the Manager of Collective Capability & Business Development).

Supervise interns and media consultants as required.  
May include staff, contractors and volunteers from time to time.

#### 4.0 Key Duties

##### 4.1 Leadership

- Lead all aspects of the communications program: support and coordinate team contributions, coordinate strategic alignment with other initiatives, and lead and deliver communications initiatives and projects across CLWA.
- Supervise the communications tasks of the Events, Communications & Administration Officer and supervise interns and media consultants as required.
- Proactively develop effective relationships and cross team collaboration with the CEO, CLWA team, member CLS and other stakeholders to enable effective input into communications.

## **4.2 Strategic Communications**

- Lead, develop, implement and review CLWA's internal and external communications strategy to drive improved visibility, influence and profile.
- Lead the development of CLWA messaging.
- Develop and deliver a media strategy to achieve traditional media coverage.
- Develop social media strategy and deliver or oversee social media activity and outcomes.
- Develop campaigns for CLWA's advocacy priorities, working in collaboration with the Policy and Advocacy Manager.
- Support communications needs across the organisation.
- Create and manage content for publications, digital platforms, newsletters and campaigns.
- Manage technical communications including website and communications platforms.
- Prepare the annual report and assist in the preparation of research/project reports and other publications.
- Continually review analytics and reporting to drive increased impact.
- Develop or oversee the development of graphic design content such as graphical representation of complex information.
- Provide support to CLWA staff to enable effective input into communications.

## **4.3 Engagement and Influence**

- Develop and deliver CLWA events as required.
- Work closely with the team to develop, implement and support mechanisms to carry out and enhance stakeholder communications and engagement.
- Publicly represent CLWA as required.

## **4.4 Other Duties**

- Undertake own administrative tasks.
- Identify and undertake personal and professional development activities aimed at improving capacity to fulfil the role effectively and sustainably.
- Actively contribute to CLWA team meetings and other activities.
- Contribute to other CLWA, state and national activities as required.

- Support the operations of a small team.
- Other duties as required.

#### 4.5 Values and Behaviours

- Promote, role model and demonstrate appropriate behaviour to support CLWA values, culture, performance and profile.
- Actively support CLWA's values: collaboration, integrity, innovation and courage.
- Actively support CLWA's commitment to the principles of diversity, inclusion, cultural safety, social justice, human rights, and equal opportunity.

#### 5.0 Key Selection Criteria

- A minimum of five years' experience in journalism or communications with demonstrated ability to develop and implement strategic communications.
- A track record in pitching and gaining media coverage.
- Exceptional written communication skills with the ability to distil complex information into accessible content, write copy for short and long form communications and publications for social media and other channels.
- Demonstrated campaign experience developing effective strategic advocacy campaigns.
- Digital competency including using Microsoft 365, websites, social media, CRMs and bulk email software.
- Advanced interpersonal skills with the ability to work collaboratively, influence and negotiate effectively, engage stakeholders and gain their buy-in.
- Demonstrated experience in coordinating events, including event concept and design, managing logistics and engaging stakeholders;
- Experience in managing the operational requirements of programs, projects, or teams.
- Strong time management and task prioritisation skills and comfort with a changing environment, goals and priorities.
- Networks in media, politics, government, or the community sector.
- Relevant tertiary qualifications.
- Experience in social justice campaigns or communications is highly desirable.

#### Personal attributes

- Knowledge of social justice and human rights issues relevant to CLS;
- High level of drive, initiative and integrity.
- A proactive and creative approach to identifying opportunities, problems, and solutions.

**A police check no older than six months is a requirement for this position.**

**CLWA is an Equal Opportunity Employer. People from diverse backgrounds are strongly encouraged to apply.**

## 6.0 Salary and Conditions

- **Hours:** 0.6 FTE, negotiable.
- **Salary:** Social and Community Services Industry (Western Australian) Interim Award (SACS Award) Level 6-7 depending on experience (\$50.91 to \$57.00 per hour)
- **Salary Packaging:** PBI Salary Packaging up to \$15,900 tax free.
- **Employment Type:** 18 months part-time, fixed term to 14 December 2027
- **Leave and other conditions:** Generous personal and annual leave, in accordance with the Community Legal Centres Association (WA) Inc Employment Agreement 2016 which is registered in the WA Industrial Relations Commission.
- Flexible working hours and a hybrid workplace.
- **Date position reviewed:** May 2026