



POSITION DESCRIPTION

“We acknowledge the Aboriginal and Torres Strait Islander people as the first peoples and Traditional Owners and custodians of the land and waterways on which we live. We honour and pay our respects to Elders past and present.”  

POSITION DETAILS

Title:	Senior Communications Adviser – Lawyer Communications	
Classification	VPS 5.2	
Position No:	LSC354	
Work location:	Level 27/500 Bourke Street, Melbourne (flexibility may be available)	
Employment type:	Ongoing	
Reports to:	Principal Communications Adviser	Policy & Outreach

ORGANISATIONAL ENVIRONMENT

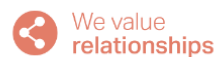
The Victorian Legal Services Board and Commissioner (VLSB+C) is the independent regulator of the legal profession in Victoria. We license lawyers and oversee service standards and conduct. This includes handling complaints about lawyers, investigating poor conduct and overseeing management of trust accounts. We are also the stewards of the Public Purpose and Fidelity Funds and administer these to support legal regulation and access to justice in Victoria.

Our [strategy](#) sets out our key goals: to protect and empower consumers of legal services; to improve legal practice and ethics and to improve access to justice. Our strategic plan aligns our work across our four divisions and details what we plan to do to achieve these goals over the next three years.

Our people are passionate about ensuring the integrity of the legal profession and supporting public trust and confidence in the profession. Working at the VLSB+C is an opportunity to be part of a dynamic, flexible and agile work environment, in an organisation where you will make a real impact on the public's experience of legal services.

OUR COMMITMENTS

([more information](#))



DIVISION CONTEXT

The Policy & Outreach Division has the following functions:

- **Engagement Office:** Strategic engagement with, and expansion of, stakeholder networks to amplify VLSB+C's impact under each strategic objective.
- **Evaluation & Impact:** including overseeing the development and adoption of outcomes frameworks to measure the VLSB+C's performance and impact as a regulator, funder and investor.
- **Funding Programs & Partnerships:** including leading relationship management of the VLSB+C's funded organisations and the Grants Program and driving the VLSB+C's access to justice strategic objective.
- **Lawyer Wellbeing:** engaging strategically and collaboratively with key stakeholders to drive the expansion of this key strategic program of work for the VLSB+C.
- **Policy & Regulatory Strategy:** providing high level expertise into policy development and implementation, including identifying, building, connecting and maintaining relationships with key stakeholders within the legal profession regulation framework.
- **Research Centre:** providing executive oversight of the establishment of this new function within the VLSB+C.
- **Strategic Communications:** including executive accountability for brand strategy development and reputation management.

The Policy & Outreach Division is the secretariat to the:

- **Consumer Panel:** act as a champion for consumers of legal services and offer insights to the VLSB+C on consumer interests and perspectives; identify risks and harms to consumers and advises the VLSB+C on regulatory priorities to reduce consumer harms; and enhance awareness and responses to consumer vulnerability.
- **Regulatory Policy Committee:** provide strategic input and advice relevant to the development of key VLSB+C regulatory policy initiatives and products (**policy products**), as agreed by the Victorian Legal Services Commissioner (**Commissioner**) in consultation with the Committee Chair.

The Policy & Outreach Division contributes to the VLSB+C strategic objectives by:

- Proactively advancing the VLSB+C's policy agenda.
- Supporting access to justice through strategic funding.
- Establishing and helping to maintain valued partnerships.
- Being the caretaker of our reputation as a trusted regulator.
- Helping to identify opportunities to support the VLSB+C' to continue to improve our service delivery and performance.

POSITION CONTEXT

The Senior Communications Adviser – Lawyer Communications will be responsible for the development and delivery of impactful communications that improve legal practice and ethics in the legal profession in Victoria.

The strategic purpose of these communications is to inform lawyers about current and emerging issues and risks, their ethical and professional obligations and our expectations of them as the regulator, with the intent of furthering the VLSB+C's strategic objectives.

The Senior Communications Adviser – Lawyer Communications will oversee the continuous improvement of our lawyer website content and develop high-quality communications products, campaigns and engagement activities that deliver value to lawyers in Victoria and help to uplift the profession.

The role involves developing and delivering proactive and reactive media engagement.

The person in this role will take a business partnering approach to the work that they do. This will see them create, strengthen and maintain positive strategic partnerships with subject matter experts across our Investigations Division and Licensing team – as well as other VLSB+C business areas.

The person in this role will report to the Principal Communications Adviser – Lawyer Communications and will work in close collaboration with their Lawyer Communications team members within the broader Strategic Communications team.

POSITION RESPONSIBILITIES

- Work with the Principal Communications Adviser – Lawyer Communications to coordinate timely responses to media enquiries in partnership with subject matter experts and provide professional advice to management regarding these enquiries.
- Identify, develop and implement external communications products in line with our divisional and corporate plans, including website content, social media, fact sheets, videos, infographics, news articles, media releases, presentations and reports.
- Work with the Principal Communications Adviser – Lawyer Communications to implement and evaluate activities in our proactive communications plan, including proactive media activities and our bimonthly newsletter to the profession.
- Develop and execute high-quality digital content for lawyers that informs and educates in plain language, is accessible, engaging and on brand.
- Contribute to the management of the VLSB+C website and other digital channels, making recommendations and implementing changes as part of continuous improvement, as well as having responsibility for analytics and reporting on the performance of lawyer content.
- Provide high-quality advice and recommendations on the strategic approach we take to our lawyer communications, while considering opportunity and risk.
- Proactively create, strengthen and maintain positive relationships with key internal and external stakeholders, building and maintaining deep knowledge and understanding of the legal profession and the issues lawyers face.
- Work closely with the Investigations Division and Licensing team in a consultative and supportive manner to develop and deliver effective communications and engagement plans for their projects, activities and initiatives.
- Represent the VLSB+C in forums or work groups that relate to our lawyer communications from time to time.
- On occasion, perform other duties and tasks, including outside of business hours, as required by the Principal Communications Adviser – Lawyer Communications.

KEY SELECTION CRITERIA

Qualifications or specialist requirements

Essential

- A tertiary qualification in Communications / Media / Journalism / Public Relations and/or at least 10 years' experience in communications roles.
- Significant experience in public and/or community sector strategic communications and stakeholder management with a demonstrated track record to contribute to the development and implementation of high-quality, evidence-based strategies in these areas.
- Exceptional plain language writing skills with a demonstrated track record of developing high quality, WCAG-compliant web content, socials, advertising, publications, speeches, presentations, opinion articles, proactive media pitches, and overseeing the production of creative assets.
- A demonstrated strong digital skillset, including content management systems (ie. Drupal), EDM platforms, social media platforms, Google Analytics and Microsoft 365, in a professional capacity.
- Professional experience using design tools, such as those in the Adobe suite.

Desirable

- Experience in applying and complying with Victorian Government digital standards (including accessibility guidelines and WCAG 2).
- Strong project management experience and skills.
- Video storyboarding, scripting and editing skills.
- Understanding of human centred design, behavioural insights approaches, and/or completion of the IAP2 certificate in engagement.

Capability requirements

- Personal attributes
 - **Working collaboratively:** Guides others to create a culture of collaboration; Identifies, and works to overcome barriers to knowledge or information sharing; Identifies opportunities to work with other teams to deliver outcomes.
- Meaningful outcomes
 - **Partnering & co-creation:** Builds and maintains partnerships to achieve objectives; Coaches others on the co-creation process and builds team commitment to co-creation by demonstrating personal commitment; Builds trust in partnerships through timely and quality delivery of outcomes; Facilitates discussion and navigates differences of opinion to reach decisions.
- Enabling delivery
 - **Project delivery:** Translates strategies into programs or projects that enables achievement of outcomes requires; Defines governance (eg success measures,

roles and responsibilities, progress monitoring) required to manage risks and maximise probability of success.

- Authentic relationships
 - **Communicate with impact:** Makes a positive impression on others and comes across with credibility; Communicates orally in a manner that is clear fluent and holds the listeners' attention; Able to deal with difficult and sensitive topics and questions.
 - **Stakeholder management:** Identifies issues in common for one or more clients or stakeholders and uses them to build mutually beneficial partnerships; Identifies and responds to stakeholder's underlying needs; Uses understanding of the stakeholder's organisational context to ensure outcomes are achieved.

NEW EMPLOYEE VALUE PROPOSITION

([more information](#))



OTHER RELEVANT INFORMATION

- This position description is an overview of the position; changes to the position should be expected – reflecting changes in VLSB+C goals and priorities, activities or position focus.
- The salary range for this position is set out in Schedule C of the [Victorian Public Service Enterprise Agreement 2024](#).
- The appointment will be governed by the provisions of the [Victorian Public Service Enterprise Agreement 2024](#) or, for Executives, the [Executive Officer Handbook](#) and VLSB+C relevant policies.
- Employees are required to comply with the provisions of the [Victorian Public Sector Code of Conduct](#).
- Appointment will be subject to abiding by our Flexible Working Procedure which defines the number of required in-office days at Level 27, 500 Bourke Street (including the 'team day' of your team) and receiving a successful outcome of the VPS pre-employment screening process, including by providing a completed VPS Pre-Employment Statutory Declaration, Misconduct Declaration and Consent Form.
- Your appointment may be subject to a satisfactory National Police Record Check, provision of evidence of qualifications required for your position and/or a probation period.
- Re-employment restrictions apply to former public servants who were recipients of a voluntary departure package.

- The VLSB+C is committed to good electronic recordkeeping and requires all staff to routinely create and keep full and accurate records of their work-related activities, transactions and decisions, using authorised electronic systems.
- VLSB+C is committed to equal employment opportunity, ethical practice, diversity, inclusion and providing reasonable adjustments for persons with disabilities.

PRIVACY STATEMENT

The collection and handling of information will be consistent with the requirements of the *Privacy and Data Protection Act 2014*.

The **Information Owner** is accountable to ensure that information in their charge is protected and is responsible for ensuring that information assets is treated in accordance with the VDPSF framework.