

Policy, Advocacy & Communications Manager

Note: Vacro promotes equitable and inclusive recruitment practices to support the attraction and retention of a diverse workforce.



New Beginnings,
Stronger Communities

Position overview

Position title	Policy, Advocacy & Communications Manager
Unit or program	Innovation & Strategy
Position objective	The government's response to crime is transformed from a punitive approach centred on the carceral system to an approach centred on strong communities, with comprehensive reintegration support available for all people caught in the criminal justice system and their families.
Job classification	1 FTE. Social, Community, Home Care and Disability Services Industry Award 2010, Level 7 pay point depending on qualifications and experience.
Location	Level 1, 116 Hardware Street, Melbourne VIC 3000
Reports to	Executive Director of Innovation & Strategy
Direct reports	Digital Communications & Advocacy Specialist (DCAS)
Key internal contact	CEO, Development Team, Executive Directors, Program Managers & staff
Key external contact	Peak Bodies, Sector organisations, Government Stakeholders, Parliamentary Stakeholders, Vacro participants & Lived Experience Experts

About Vacro

Vacro is an independent non-profit organisation working with people caught in the criminal justice system and their families. Founded in 1872, we are Victoria's oldest and only specialised criminal justice reintegration service. We provide reintegration, family, and employment support that enables people to create new beginnings for themselves and their families.

Vacro is committed to ensuring that diversity and inclusion are at the core of our organisation and the way we work. We believe that our team members are our greatest asset. By supporting diversity, inclusion and respect, we create a workplace where everyone feels valued and empowered to bring their full selves to work.

We value the expertise of people from a wide range of backgrounds. Because of the work we do, we especially value the expertise of First Nations people, people with lived experience of the criminal justice system, and people of diverse sexualities and gender identities. We welcome applications from a wide range of candidates, including people with a criminal record. (We do not discriminate based on a person's criminal record, however in some circumstances, contractual or legislative obligations may limit a person's eligibility for certain roles. We are happy to have a confidential discussion about how these requirements may affect a candidate).

Vision New beginnings, stronger communities.

Mission	To support new beginnings for clients of the correctional system and their families and build safer and stronger communities.
Values	• We show integrity in our relationship with each other, our clients and the broader community. • We display respect by supporting our clients to achieve positive outcomes and lead meaningful lives. • We work towards inclusion for all stakeholders in the development of our programs. • We are adaptable to the conditions and opportunities that arise in our daily lives.

Key responsibilities

Key result area	Task	Performance indicator
Policy and Advocacy Strategy	• Position Vacro as a leading authority in reintegration and a trusted collaborator on policy issues and joint campaigns. • Develop, monitor and revise each four-year Policy and Advocacy Strategy in consultation with staff, people with lived experience and other stakeholders. • Monitor developments in governmental priorities and public debates to reassess policy priorities as required. • Support the DCAS to develop, implement and revise the strategic digital marketing plan.	• Policy priorities are developed in accordance with developments in governmental priorities and public debates. • Strategic opportunities to influence policy developments in the corrections and justice sectors are identified through evidence and analysis. • Digital marketing plan is developed to meet the current needs of Vacro.
Strategic Implementation	• Pursue strategic opportunities to achieve the goals in the Policy and Advocacy Strategy by leading or supporting proactive policy campaigns and responding to opportunities such as Parliamentary inquiries as they arise. • Socialise policy priorities across teams and help to embed them in all of Vacro's work. • Evaluate the Policy and Advocacy Strategy.	• Successfully implement, monitor and annually review, the strategic plan and evaluate results. • Our policy priorities are embedded across the organisation and all of our work. • Staff capability to understand, contribute and utilise Vacro policy priorities is supported.

	• Support the DCAS to implement and evaluate the Digital Marketing plan.	
Stakeholder Relationships	• Build and maintain relationships with key ministerial contacts, lived experience advocates, relevant staff at Peak Bodies and advocacy driven sector organisations. • Create and join policy and advocacy campaigns with strategic allies to achieve the goals the four-year Policy and Advocacy Strategy. • Work closely with Vacro leaders and program staff to identify knowledge and information that can contribute to our policy work.	• Strong relationships are developed and managed with a range of internal and external stakeholders critical to policy work including government, thought leaders and sector organisations. • Sound research is conducted in the policy priority areas. • Visible evidence of Vacro as a leading voice and influencer in reintegration.
Media and Digital Communication	• Position Vacro in the media as a trusted, expert voice on the reintegration of people in the criminal justice system and their families. • Monitor and collaborate on the creation of engaging content on a daily basis that showcases the successes of our work, advances our advocacy priorities and grows our audience for the website and social media channels. • Ensure internal Vacro communication collateral is well crafted and delivered within required timeframes.	• All online asset content, including websites and social media platforms, are effectively managed. • Professional, high-quality content is produced and published in a timely manner.
Leadership	• Manage the DCAS through supervision and clear workplans. • Initiate, manage and supervise internships as required. • Participate in, and contribute to, leadership initiatives at Vacro.	• Regular supervision provided in line with Vacro policy. • High quality outcomes are produced through internships. • Interns report valuable learning. • Attendance at the Manager – level Community of Practice is consistent.

Key capabilities

Knowledge

- Tertiary qualification in social sciences or a related field or other relevant field.
- Practical understanding of community services sector funding, legislative and industry requirements.
- Knowledge and understanding of the complex issues relating to people who have been in contact with the criminal justice system, particularly those who have been incarcerated and their families highly regarded.
- Sound knowledge of psychosocial factors, socio-economic disadvantage and the associated community services sector.
- Knowledge of relevant legislation, government and political processes.
- Knowledge of website and user journeys.

Experience

- Demonstrated research experience including the ability to analyse, synthesise and summarise complex information from a range of sources and develop recommendations on policy.
- A minimum of 5 years' experience producing writing that is final version quality ready for publication.
- Demonstrated experience in the translation of research to policy and/ or practice, ideally in the not-for-profit sector.
- Demonstrated ability to work collaboratively with staff and stakeholders, seeking their opinions, involving them in decision making and communicating findings in a timely and relevant manner.
- Demonstrated experience with communications and marketing strategies.
- Experience in managing staff desirable.

Skills

- Proven track record in producing written content targeted to a specific audience and translating complex information into compelling narratives.
- Excellent verbal and written communication skills, particularly in writing policy and related documents.
- Well-developed analytical skills.

Behaviours and personal attributes

- Demonstrated ability to work independently, balance your workload and prioritise tasks.
- Ability to exercise initiative, sound judgement and to handle confidential and sensitive matters appropriately.

- Committed to the principles of continuous improvement and quality management.
- Demonstrated capacity for innovative thought and action.
- Motivated to work in the not-for-profit sector.

Mandatory requirements

- Verification of personal identity, employment history and qualifications.

Expectations of all Vacro staff

- Uphold Vacro's Vision, Mission, Values and Code of Conduct.
- Demonstrate commitment to people impacted by the criminal justice system and their families.
- Comply with legislative requirements relating to this position, including taking all reasonable care of your own safety and that of others in the workplace; contributing to the improvement of health and safety within the workplace; and complying with Vacro procedures and practices which support occupational health and safety.
- Provide safe and quality services as a priority, for which you are responsible, accountable and supported by Board and management.
- Operate within Vacro's formal delegations framework and in accordance with its policies and procedures.
- Participate in continuous quality improvement activities, including identifying opportunities and making improvements to systems, processes and programs.
- Participate in Vacro meetings, regular supervision, and professional development.
- Represent and enhance Vacro's profile at stakeholder and network meetings, as designated by your Manager.
- If it becomes an inherent requirement of the position in future, you will be required to show evidence that you are up to date with pandemic vaccination, and maintain up-to-date vaccination status, as defined by the Australian Technical Advisory Group on Immunisation (ATAGI). Up to-date vaccination status is defined by the number and timing of appropriate vaccine doses recommended for and received by an individual, according to their age and other factors.

Incumbent declaration

I have read this Position Description and agree to undertake the duties and responsibilities listed above. I acknowledge that:

- The Position Description is an indication of the duties and responsibilities that I am required to undertake. Additional or other duties and responsibilities may be allocated to me, in discussion with my Manager.
- Where training and support are required to fulfil these duties, or additional or other duties at a similar level of responsibility, these will be provided within the guidelines of the organisation.

- The Position Description will be reviewed regularly in consultation with me.
- The Performance Indicators, where included in this document, are indicative. Performance Indicators will be set by my immediate supervisor in discussion with me, for each year (or another period) and my performance reviewed against those Performance Indicators.

Name of incumbent

Signature

Date
