



ADVISOR, CAMPAIGNS AND COMMUNICATIONS

Position description

Classification and salary range	VPSG 4 (salary as per the Victorian Public Service Enterprise Agreement 2024 - Schedule C - VPS Salaries and Classification and Value Range Descriptors)
Work location	Hybrid – Melbourne CBD (at least 2 days per week)
Employment type	Full time, fixed term to 30 June 2027.
Position reports to	Manager, Campaigns

Position purpose

The Advisor, Campaigns and Communications is responsible for coordinating and supporting the delivery of Respect Victoria's integrated behaviour change campaigns and associated internal and external communications activities.

Reporting to the Manager, Campaigns, the role leads the day-to-day coordination and implementation of campaign projects, including stakeholder liaison, supplier coordination, approvals management, campaign implementation and evaluation. The role also supports the planning, coordination and publication of campaign and organisational content across Respect Victoria's owned digital channels (with a focus on social media), working collaboratively across the organisation to maximise the reach and impact of campaigns.

Working in a fast-paced and dynamic environment, the Advisor contributes to multiple concurrent projects, ensuring campaign activities are delivered efficiently, on time and in line with organisational objectives and evidence-informed approaches to preventing family violence and violence against women.

Are you:

- Passionate about creating a safer, more respectful community for everyone?
- Excited to deliver innovative, evidence-based community awareness and behaviour change campaigns?
- Motivated to work collaboratively across campaigns, digital communications and stakeholder engagement to achieve meaningful social change?

Respect Victoria

Respect Victoria was established as a Statutory Authority under the *Prevention of Family Violence Act 2018* on 4 October 2018. We have a broad focus on the primary prevention of family violence and violence against women in Victoria and work collaboratively with stakeholders to provide statewide leadership to create social, institutional, organisational and community change.

Our work aims to:

- Ensure high quality, sustained and impactful prevention activities across all the settings where people live, work, learn, socialise and play
- Inform and sustain a community-wide conversation about family violence and violence against women and the role of individuals, organisations and institutions in preventing these forms of violence
- Ensure government has evidence-informed guidance to support sound decision making about policy, strategy and funding
- Facilitate critical prevention infrastructure to support coordination of effort and impact and enable cohesive growth and sustainability across the field of primary prevention
- Gather data, research and evidence to maintain a public spotlight on the issue and monitor trends, outcomes and impacts over time.

Our values

1. **Courage** We are bold, brave and fearless
2. **Integrity** We are rigorous, evidence-informed and accountable
3. **Leadership** We are aspirational, strategic, collaborative and dedicated

People who work for Respect Victoria must comply with the Code of Conduct for Victorian Public Sector Employees and work according to the Victorian Public Sector values of responsiveness, integrity, impartiality, accountability, respect, leadership and human rights.

Key accountabilities

Campaign delivery and project coordination

- Lead the day-to-day coordination and delivery of integrated awareness raising and behaviour change campaigns, ensuring activities are delivered on time, within budget and aligned to agreed objectives.
- Coordinate campaign implementation, including project planning, approvals, scheduling, supplier management and stakeholder engagement.
- Develop and implement above-the-line (ATL), below-the-line (BTL) and digital campaign activities aligned to organisational priorities.
- Prepare briefs and coordinate the delivery of creative assets and campaign materials through external suppliers, including creative agencies, media agencies and production partners.
- Support campaign monitoring, evaluation and reporting by collecting performance data and contributing to post-campaign analysis and continuous improvement.

Digital content and communications

- Support the coordination and publication of campaign and organisational content across Respect Victoria's owned digital channels e.g. social media, EDMs, blog content.
- Work collaboratively with campaign leads and internal stakeholders to coordinate timely publication of campaign-related content through owned channels.
- Identify opportunities to extend campaign messaging through owned channels, content partnerships and collaborative content initiatives.
- Monitor digital content performance and prepare regular reporting and insights to inform future communications activities.

Stakeholder collaboration

- Build and maintain productive relationships with internal and external stakeholders to support successful campaign and internal organic content delivery e.g. media suppliers, creative agencies, content creators.
- Liaise with internal teams, suppliers and partner organisations to coordinate campaign activities and ensure delivery against agreed timelines.

- Contribute to integrated communications planning by ensuring campaign activity aligns across paid, earned and owned channels.

Key Selection Criteria

- **Values:** Demonstrated alignment with the values of Respect Victoria and the Victorian Public Sector.
- **Role and organisational alignment:** Relevant experience and/or tertiary qualifications in communications, marketing, public relations, social media, digital communications or a related discipline. Agency experience highly desirable, but not essential.
- **Campaign delivery and project management:** Demonstrated ability to coordinate multiple concurrent projects, manage competing priorities, monitor project progress and deliver high-quality outcomes within agreed timeframes.
- **Digital communications:** Experience coordinating digital content, publishing across owned channels and monitoring content performance to support organisational objectives. Demonstrated skills in content creation, with the ability to tailor content to digital platforms, audience behaviours and emerging trends. Experience using design tools such as Canva desirable, but not essential.
- **Stakeholder engagement:** Demonstrated ability to build productive working relationships with internal stakeholders, external suppliers and partners to support successful project delivery.
- **Working collaboratively:** Builds positive working relationships, contributes to a supportive team environment and works effectively across multidisciplinary teams.
- **Communication:** Well-developed written and verbal communication skills, including the ability to prepare clear briefs, coordinate approvals and communicate effectively with a range of audiences.
- **Analysis and continuous improvement:** Ability to interpret campaign and digital performance information and contribute to evaluation and ongoing improvement of communications activities.

Relationships

- **Reports to:** Manager, Campaigns
- **Team / Directorate:** Campaigns unit, Communications unit / Communications and Community Change directorate
- **Critical internal relationships:** Campaigns unit, Respect Victoria peers
- **Critical external relationships:** Creative and media agencies, digital suppliers and production partners, consultants, prevention sector partners, government stakeholders

Important information

- The salary range for this position is set out in Schedule C of the [Victorian Public Service Enterprise Agreement 2024](#).
- Salary on commencement is paid at the base of the salary range for the relevant grade. The Chief Executive Officer must approve any above base requests. These will be by exception only or where required to match the current salary of a Victorian Public Service employee transferring at-level.
- Individuals who have received a Voluntary Departure Package (**VDP**) from a Victoria Public Service department/agency are ineligible for re-employment for a minimum of three calendar years from the date of separation.
- Individuals who have received an Early Retirement Package (**ERP**) from a Victoria Public Service department/agency are ineligible for re-employment for a minimum of 12 months from the date of separation.
- Individuals who have received an Application Separation Package (**ASP**) from a Victoria Public

Service department/agency are ineligible for re-employment for a minimum of 18 months from the date of separation.

- Individuals who have received an Immediate Separation Package (**ISP**) from a Victoria Public Service department/agency are ineligible for re-employment for a minimum of 18 months from the date of separation
- The agency provides and maintains a safe working environment that does not risk the health of its employees.

Pre-employment checks

- Employment is subject to a satisfactory National Police History Check. Some positions may also require a Working with Children Check.
- Applicants who have lived overseas for 12 months or longer during the past ten years are required to provide the results of an international police check.
- Attestation of conflict of interest and probity checks are required.
- Preferred applicants may be asked to provide evidence of their qualifications and sufficient proof of identity.
- This position is only open to applicants with relevant rights to work in Australia.

Benefits

Employees of Respect Victoria can enjoy a range of generous Victorian Government employment benefits. These include attractive salaries; flexible working and leave arrangements; training and development opportunities; and benefits associated with Respect Victoria's memberships of the following organisations:

- [IPAA Victoria](#)
- [Pride in Diversity](#)
- [Australian Human Resources Institute](#).

Diversity and inclusion

Respect Victoria recognises strength in diversity and values an inclusive workplace and is committed to providing flexible and accessible working arrangements for all. We value an inclusive workplace that embraces diversity and strongly encourages applications from Aboriginal people, people with disability, people from the LGBTIQA+ community, and people from culturally diverse backgrounds.

To receive this publication in an accessible format, phone 03 9500 5277 using the National Relay Service 13 36 77 if required, or email hr@respectvictoria.vic.gov.au
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