

Position title	Senior Communications Officer
Group	Office of CEO
Employment status	Full time, ongoing
Classification	SCHCADS Award
Position reports to	Team Leader, Strategic Communications
Location	Abbotsford
Delegation	None

Organisation environment

Djirra¹ is an Aboriginal Community Controlled Organisation with over 20 years' experience accompanying Aboriginal and Torres Strait Islander women, and their children, on their individual journeys. We find solutions through Aboriginal and Torres Strait Islander women sharing their stories, journeys, and experiences. Djirra celebrates women's strength and resilience. We are committed to a future without family violence.

We deliver holistic, culturally safe, specialist family violence support, legal services and case management, alongside cultural and wellbeing workshops and programs. Our services have state-wide reach, touching every part of Victoria to meet the needs of Aboriginal and Torres Strait Islander women. Self-determination is the foundation of everything we do.

Djirra amplifies the voices of Aboriginal and Torres Strait Islander women. We advocate for system-wide change to improve access to justice, eliminate systemic violence, and strengthen women's resilience.

We are an active member of the National Family Violence Prevention and Legal Services Forum, the peak body for Aboriginal and Torres Strait Islander people who are experiencing or at risk of family violence.

Role purpose

Reporting to the Team Leader, Strategic Communications, the Senior Communications Officer is responsible for developing, coordinating and delivering high-quality strategic communications to support Djirra's organisational priorities, advocacy objectives, stakeholder engagement and public profile.

The role prepares specialist clear, accurate, culturally safe and audience-specific communication materials for internal and external audiences, including staff, media, government, sector partners, funders, community stakeholders and other key partners.

Working under the broad direction of the Team Leader, this role is responsible for supporting the development, coordination and delivery of Djirra's communications plans, including external stakeholder communications, internal communications, social media, digital channels (including website and EDM), campaigns, content development, briefing materials, reporting, brand consistency and issues-sensitive communications.

Key accountabilities

- Support the development, coordination and delivery of communications plans and materials that support Djirra's strategic priorities, advocacy, fundraising, partnerships, events, organisational change activities and stakeholder engagement.
- Prepare high-quality written content across a range of platforms and audiences, including stakeholder updates, executive messages, briefing content, web and EDM content, social media content, presentations, talking points, campaign materials, staff updates and internal communications.

¹ Djirra is the Woiwurrung word for the reed used by Wurundjeri women for basket weaving. Traditionally, when women gathered to weave, important talks took place and problems were solved. Djirra symbolises Aboriginal women today, still coming together to share stories, support each other and find solutions.



- Provide expert support for external stakeholder communications, including communications to government, funders, sector partners, community stakeholders and other key partners.
- Assist with proactive and reactive media engagement, including managing reputational risk and ensuring disciplined, consistent messaging.
- Deliver internal communications materials that assist staff to understand organisational priorities, decisions, changes, key messages, events and project updates, staff updates, FAQs, newsletter and intranet content.
- Supporting the development of and lead the implementation of Djirra's Internal Communications Plan.
- Plan, draft, schedule, monitor, moderate and report on social media content and campaign activity across approved channels, including content calendars.
- Manage Djirra's website and EDM platforms (including WordPress and Mailchimp), producing, publishing and maintaining content directly.
- Implement cross-channel communications campaigns across website, EDM, social media, print, internal channels and other approved platforms, working with internal stakeholders and external suppliers as required.
- Maintain a forward communications calendar to support planning, prioritisation and coordination of stakeholder messages and timely delivery of communications activity.
- Monitor communications priorities, deadlines and emerging issues via regular media summaries, and prepare timely communication materials, updates and recommended responses.
- Assess and report on the impact of communications activities, content and materials, using relevant analytics, engagement data and stakeholder feedback to recommend improvements.
- Coordinate the production and distribution of Djirra materials and collateral, including briefing and liaising with external suppliers to ensure deliverables are completed on time and to standard, in collaboration with Djirra's Community Engagement team.
- Support Djirra's brand integrity and consistent use of approved messaging across the organisation.
- Undertake other duties within the scope, classification and purpose of the role as required.

Key selection criteria

Professional / Functional Skills

- Demonstrated knowledge and understanding of the Victorian Aboriginal community, including the impacts of family violence on Aboriginal women, and the ability to apply this knowledge in a senior communications and stakeholder context
- Demonstrated ability to communicate sensitively, respectfully and effectively with Aboriginal community members, staff, leaders, government, sector partners and other stakeholders, exercising sound judgement and cultural awareness.
- Substantial experience developing, drafting, coordinating and evaluating high-quality communications for complex organisational, policy, advocacy, community services, stakeholder engagement or change contexts.
- High-level writing, editing and quality assurance skills, with the ability to produce accurate, accessible and audience-specific materials for senior review and external use.
- Demonstrated ability to interpret complex information and turn it into clear messages, narratives, briefing material and communications content for diverse audiences.
- Experience preparing communications for external stakeholders such as government, funders, sector partners, community stakeholders or advocacy networks.
- Experience developing and delivering internal communications that support organisational change, staff engagement, leadership messages and consistent understanding of priorities.
- Experience independently planning, drafting, scheduling, monitoring and reporting on social media content and digital campaign activity across organisational channels (website, social media, EDM).
- Experience coordinating multi-channel communications across digital, website, EDM, social media, print, presentations, internal communications and stakeholder materials.
- Strong project management skills, including the ability to manage competing priorities, coordinate inputs from multiple stakeholders and deliver accurate work within tight timeframes, without dedicated communications team support.
- Ability to provide expert communications advice to managers and staff on audience, message, tone, timing, approvals, risk and channel selection.



	• Sound understanding of brand integrity, style guides, accessibility, privacy, approvals and content governance. • Advanced skills in a range of publishing, photo and video editing, word processing, spreadsheet, database and presentation tools.
Competency	• Strategic communications - Develops and delivers targeted communications approaches that support organisational priorities, stakeholder engagement and advocacy objectives. • Written communication and quality assurance - Produces clear, accurate, engaging and fit-for-purpose communication materials, with strong editing, proofreading and quality control. • Executive and stakeholder communications - Prepares clear and timely materials for senior leaders and key external stakeholders, with sound judgement, accuracy and awareness of audience needs. • Internal communications - Develops staff-facing communications that support clarity, alignment, change readiness and consistent understanding of organisational priorities. • Digital and social media communications - Coordinates social media and digital content, monitors audience engagement and applies insights to improve communications performance. • Stakeholder management - Builds productive relationships with internal teams and external stakeholders, understands stakeholder needs and coordinates effective communications responses. • Project management - Coordinates complex communications projects under limited direction, including planning, stakeholder inputs, timelines, risks, approvals and delivery. • Judgement and issue awareness - Identifies sensitive, high-risk or time-critical communications matters and escalates appropriately while maintaining accuracy, confidentiality and cultural safety. • Analysis and reporting - Uses communications data, engagement results and stakeholder feedback to assess performance, synthesise learning and recommend improvements. • Organising and planning - Manages multiple priorities and deadlines, anticipates barriers and adjusts workplans to meet organisational needs. • Collaboration and influence - Works effectively across teams, supports shared outcomes and helps others communicate clearly and consistently. • Cultural safety - Applies cultural awareness, respect and sound judgement in all communications and stakeholder interactions.
Technical Skills	• Advanced PC skills, including proficiency with Microsoft Word, PowerPoint, Excel and Outlook. • Experience using digital publishing, EDM and website platforms, including tools such as Mailchimp and WordPress. • Experience using social media management and digital marketing platforms to plan, schedule, monitor, moderate and report on communications activity. • Ability to use analytics and reporting tools to assess website, email, social media, internal communications and campaign performance. • Ability to prepare polished documents, presentations, templates, briefing materials, FAQs, key messages and stakeholder communication materials using approved formats. • Proficiency with communication templates, style guides, brand assets, accessibility requirements and content approval processes. • Experience with design, publishing, photo or video editing tools such as Canva or Adobe Creative Suite is desirable. • Experience using shared planning tools, file management systems, intranet or collaboration platforms such as SharePoint, Teams or similar tools is desirable.
Qualifications	
Essential	
• A Working with Children Check Card • A Police Check	

Desirable

- A degree in communications, public relations, journalism, or marketing would be highly regarded. Working history in this area is highly favourable.
- Graphic design, photography and video editing skills

Workplace health and safety

Djirra is committed to providing and maintaining the health and safety of its employees.

All staff at Djirra are expected to champion proactive and positive health and safety practices in the workplace and when working offsite by raising health, safety and wellbeing issues or concerns with managers and colleagues. Staff are required to observe all safe work procedures, rules and instructions, and take all reasonable care for their own safety and for the safety of work colleagues by always operating in a safe and appropriate manner. Staff are encouraged to undertake related training e.g. – First Aid training, Fire Warden, etc.

Information about these policies is contained in Djirra's Human Resources Policy Manual.

We are a Child Safe Organisations

Djirra is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Djirra is subject to a satisfactory Australian Criminal History Check and an *Employee Working with Children Check* (in Victoria).

An International Police Check will also be required if you have resided continuously in an overseas country for 12 months or more in the last ten years.

Other important information

Djirra employees and volunteers are required to act in accordance with Djirra's values and behaviours of:

- respect for people and culture
- trust
- integrity
- resilience; and
- empowerment

Djirra's employees and volunteers are required to adhere to relevant policies and procedures including, but not limited, to:

- Code of Conduct Policy
- Occupational Health and Safety Policy
- Social Media Use Policy
- Privacy Information Policy
- Conflict of Interest Policy
- Volunteer Policy

Information about these policies is contained in Djirra's Human Resources Policy Manual.

ACKNOWLEDGEMENT

I acknowledge that I have received a copy of the Position Description and have read and understand its contents.

Employee name:

Employee signature:

Date: / /



Manager's name:		
Manager's signature:		Date:
HR CHECKLIST		
☐ Return one copy of completed form and any attachments (e.g. current Organisation Chart) to the employee to keep. ☐ Place one copy of completed form and any attachments on the employee's Performance File. ☐ Retain original completed form and any attachments on the employee's Personnel File. Initials: _____ Date: / /		