

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:	Assistant Manager, Strategic Communications	
Classification	VPS 6.1	
Position No:	LSC 532	
Work location:	Level 27/500 Bourke Street, Melbourne (flexibility may be available)	
Employment type:	Ongoing	
Reports to:	Manager	Strategic Communications

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 corporate 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](#))



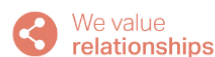
We adapt



We are courageous



We collaborate



We value relationships



We lead and inspire

DIVISION CONTEXT

The **Policy & Outreach Division** comprises the following functions:

- **Consumer Panel secretariat:** provide a single senior point of contact for Consumer Panel members and ensure the Panel is equipped to deliver its agenda.
- **Evaluation & Impact:** including oversighting 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 Program:** 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:** in particular by providing executive oversight of the establishment of this new function within the VLSB+C.
- **Strategic Communications & Engagement:** including executive accountability for brand strategy development and reputation management.

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 Assistant Manager sits within the Strategic Communications team and reports to the Manager, Strategic Communications. The role leads a small team responsible for delivering strategic communications across a range of channels and audiences.

The position is responsible for leading and managing both proactive and reactive engagement with the media, as well as overseeing regular communications to Victoria's legal profession. The role also provides oversight of a program of work to continuously improve the organisation's website and digital experience for key audiences.

These communications are aimed at educating lawyers about current and emerging issues, as well as their ethical obligations. This role will work in a business partnering approach to build strategic partnerships with teams across our regulatory business units.

POSITION RESPONSIBILITIES

1. Lead a small team in identifying, developing and implementing external communication activities in line with strategy, including website content, social media content, fact sheets, videos, infographics, news articles, media releases, presentations and reports.
2. Oversee and manage staff in their area of focus to develop and maintain high performance and innovation, including a specific focus on learning and development.
3. Support the Manager, Strategic Communications by making a significant contribution to the development of communications strategies and leading the delivery and implementation of those strategies by their team in their particular areas of focus.
4. Provide high quality and timely advice on issues and initiatives relating to the organisation's reputation and strategic communications approach.
5. Provide strategic advice and recommendations on communications and engagement materials and strategies directed to lawyers and VLSB+C stakeholders.
6. Lead the organisation's website and digital communications program, including website refresh and redevelopment activities, governance, content strategy, accessibility, search optimisation, digital analytics, and continuous improvement initiatives, ensuring digital channels support organisational priorities and meet stakeholder needs.
6. Proactively build and maintain positive relationships with key internal and external stakeholders and develop options for implementing and facilitating a business partnering approach to our strategic communications.
7. Working closely with other colleagues across the organisation in a consultative and supportive manner build and maintain deep knowledge and understanding of the legal services market and issues facing the legal profession to effectively develop and deliver communications and engagement plans for projects, activities and initiatives.
8. Review and evaluate strategy outcomes and results to inform future strategy delivery and effectively target appropriate messaging to stakeholders.
9. Represent the VLSB+C in appropriate forums or work groups from time to time.
10. Other duties as required by the Manager, Strategic Communications.

KEY SELECTION CRITERIA

Qualifications or specialist requirements

Essential

1. Extensive experience in communications, stakeholder relations and/or stakeholder management with a demonstrated ability to oversee the development and implementation of high-quality strategies in these areas.

Desirable

1. A tertiary qualification in Communications, Public Relations, Media or a related discipline would be advantageous.
2. Experience in leading a team or mentoring other staff would be desirable.
3. Experience managing a website refresh and vendor management would be desirable.

Capability requirements

Personal Attributes

- **Outcome thinking:** Is up to date with needs of community and formulates strategies that are aligned to community needs; Removes barriers that prevents achievement of outcomes for the community
- **Working Collaboratively:** Build a culture of collaboration across the organisation; Looks for and facilitates opportunities to collaborate with external stakeholders; Identifies and overcomes barriers to communication with internal and external stakeholders

Meaningful outcomes

- **Innovation & Continuous improvement:** Drives a culture of quality by design where quality practices are embedded in the service and solution delivery process; Shares expertise and relevant information to support continuous improvement and innovation; Establishes metrics that evaluate quality and effectiveness of work delivered; Models and encourages new and different approaches, ways of working and solutions that will deliver outcomes beyond client or stakeholder expectations.

Authentic relationships

- **Stakeholder management:** Identifies and manages a range of complex and often competing needs; Facilitates innovative solutions to resolve stakeholder issues

People Leadership

- **Managing people:** Role models ethical leadership through decision making and interactions with people; Creates an organisational culture that enables others to perform at their best and achieve outcomes the organisation; Champions people engagement as an organisational priority; Provides thought leadership on people management across the service.

NEW EMPLOYEE VALUE PROPOSITION

([more information](#))



OTHER RELEVANT INFORMATION

1. 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.
2. The salary range for this position is set out in Schedule C of the [Victorian Public Service Enterprise Agreement 2024](#).
3. 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.
1. Employees are required to comply with the provisions of the [Victorian Public Sector Code of Conduct](#).
2. 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.
3. 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.
4. Re-employment restrictions apply to former public servants who were recipients of a voluntary departure package.
5. 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.
6. 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.