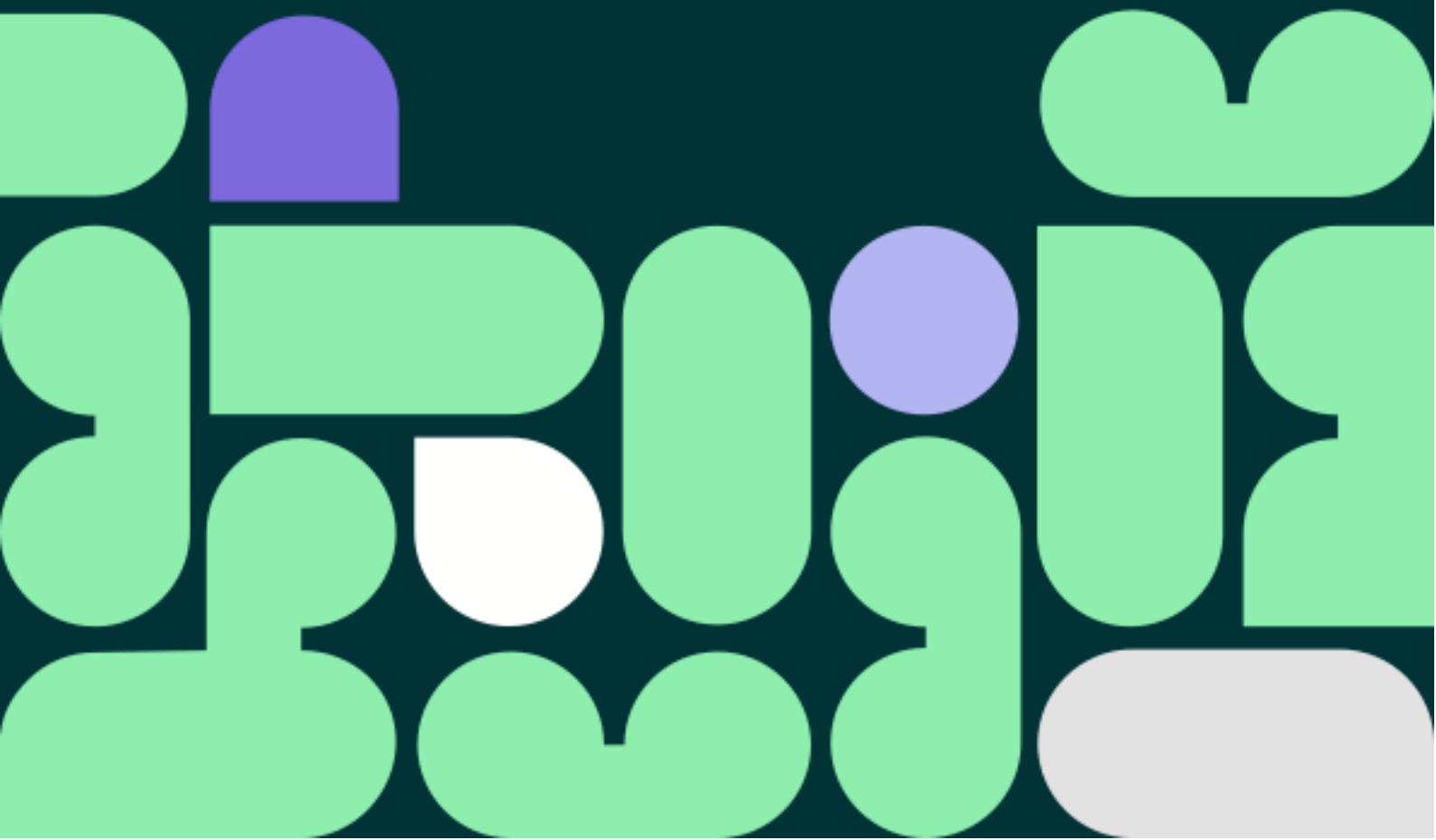


Position Description

Social Media and Communications Lead



About QDFVA Ltd

QDFVA Ltd is the peak body for domestic and family violence organisations in Queensland.

Established in December 2025 as a public company limited by guarantee and registered charity, QDFVA works from an intersectional feminist approach, informed by an understanding of the gendered nature of violence, while acknowledging that domestic and family violence can affect people of all genders.

We hold the interests of all victim survivors at the heart of everything we do. We apply a specialist lens across primary prevention, early intervention, response and recovery and the inter relation between them.

As a newly established organisation, QDFVA is at an exciting juncture. The Social Media and Communications Lead will play a central role in building QDFVA's public profile, promoting the work of the frontline domestic and family violence sector and sharing the message that ending violence in our communities matters to everyone.

Position Details

Position Title	Social Media and Communications Lead
Reports To	Chief Executive Officer
Direct Reports	NA
Location	South East Queensland Based in Logan, with travel as required
Employment Type	Full Time or Part Time. Flexible arrangements considered by negotiation.
Award	Social, Community, Home Care and Disability Services Industry Award 2010 (SCHADS Award)
Remuneration	Level 5, Pay Point 1

About the Role

The Social Media and Communications Lead is responsible for building QDFVA's public profile, stakeholder engagement, brand presence and community impact through effective communication strategies and digital engagement.

Reporting to the Chief Executive Officer, the role develops, implements and manages communication activities across social media, digital platforms, marketing campaigns, publications and media channels to increase awareness of QDFVA programs, services, fundraising initiatives, partnerships and community outcomes.

The position plays a key role in promoting QDFVA's mission and reputation, the work of the frontline domestic and family violence sector and the importance of ending violence in our communities.

This role suits a creative and self-directed communications professional who is equally comfortable filming and editing a short video, drafting a media release, updating the website and preparing a monthly report on campaign performance.

The successful candidate will bring a strong commitment to QDFVA's purpose and an appetite to help build a values aligned organisation that is making a difference for those affected by domestic and family violence in Queensland.

We are open to flexible working arrangements, including part time or full time hours, flexible start and finish times, and remote work options by agreement. We want to support a healthy work life balance while helping you do your best work.

Key Responsibilities

The position description outlines the core responsibilities of the role.

Key Responsibility	Description	Responsibilities in Action
Social Media Management	Lead QDFVA's social media presence so that it grows audience engagement and reflects QDFVA's values and brand.	• Develop and implement social media strategies aligned with organisational objectives. • Create, schedule, publish and monitor content across social media platforms including LinkedIn, Instagram and TikTok. • Grow and monitor audience engagement and respond appropriately to enquiries, comments and messages. • Track and report on social media performance metrics and recommend improvements. • Ensure all social media activity reflects QDFVA's values, brand standards and communication policies.
Content Development	Produce high quality written, visual and multimedia content that	• Produce high quality written, visual and multimedia content for digital and print communications.

Key Responsibility	Description	Responsibilities in Action
	tells the story of QDFVA and the sector.	• Develop stories, testimonials, case studies, newsletters and promotional materials highlighting QDFVA's impact. • Draft website content, media releases, speeches, presentations, reports and marketing collateral. • Produce photos, videos and Canva materials as required.
Communications and Marketing	Support the delivery of communication and marketing plans with consistent messaging across all channels.	• Assist in the development and implementation of communication and marketing plans. • Promote campaigns and events, as well as community and stakeholder engagement activities and opportunities. • Support stakeholder engagement initiatives in collaboration with the QDFVA team. • Ensure consistency of messaging across all communication channels.
Media and Public Relations	Support QDFVA's media engagement and protect its reputation.	• Support media engagement activities and maintain positive relationships with media representatives. • Prepare media releases, speeches, briefing notes and communication materials. • Monitor media coverage and identify opportunities to promote QDFVA programs and achievements. • Assist with managing communication responses during incidents or reputation related matters.
Website and Digital Communications	Keep QDFVA's website and electronic communications accurate, relevant and accessible.	• Maintain and update website content to ensure accuracy, relevance and accessibility. • Assist with search engine optimisation (SEO) and digital marketing initiatives. • Manage electronic communications including email campaigns and newsletters.

Key Responsibility	Description	Responsibilities in Action
Stakeholder Engagement	Support communication activities that build stakeholder understanding of QDFVA and the frontline sector.	- Support communication activities that enhance stakeholder understanding of QDFVA's services and achievements. - Support communication activities that promote the work of the frontline domestic and family violence sector. - Attend events with QDFVA's Chief Executive Officer, including during regional travel.
Reporting and Administration	Maintain the records, reporting and systems that underpin the communications function.	- Provide monthly reports on communication activities, audience engagement, campaign performance and media outcomes. - Coordinate daily media updates about the domestic and family violence sector in Queensland. - Maintain communication databases, media contacts, image libraries and content calendars. - Ensure records and communication activities comply with organisational policies and legislative requirements.
Workplace Health and Safety	Contribute to a safe, healthy and respectful workplace.	- Comply with QDFVA's WHS policies, procedures and lawful directions. - Identify, assess and report hazards in the workplace, including in a home based work environment. - Contribute to a positive safety culture across QDFVA. - Participate in WHS training, consultation and review activities. - Report incidents, near misses and hazards in accordance with QDFVA procedures.

Key Outcomes (First 12 to 24 Months)

The Social Media and Communications Lead will be expected to deliver against the following outcomes during the establishment phase.

- Social media engagement and audience reach grow across QDFVA's platforms.
- Stakeholder awareness of and participation in QDFVA increases.
- Communication campaigns are delivered within agreed timelines.
- Communication materials are of consistent high quality and reflect QDFVA's brand and values.
- QDFVA attracts positive media coverage and stakeholder feedback.
- Reporting on communication outcomes is timely and accurate.

Selection Criteria

Essential

- Demonstrated commitment to human rights, gender equality and the elimination of domestic, family and sexual violence, together with an understanding of the gendered drivers of violence against women.
- Demonstrated experience in communications, marketing, public relations, journalism, social media or a related field.
- Strong written communication and video skills with the ability to prepare engaging content for diverse audiences.
- Experience managing social media platforms and digital communication campaigns.
- Proficiency in content creation tools, social media scheduling platforms and Microsoft Office applications.
- Excellent organisational skills with the ability to manage multiple priorities and deadlines.
- Strong interpersonal skills and the ability to build productive relationships with stakeholders.
- Ability to analyse communication performance data and prepare reports.
- Understanding of brand management and stakeholder engagement principles.
- Commitment to confidentiality, professionalism and ethical conduct.

Desirable

- Qualification in communications, marketing, public relations, journalism, digital media or a related discipline.
- Experience working within the not for profit, disability, veteran or community services sectors.

- Experience using Canva, TikTok, Instagram, Flodesk, WordPress and digital analytics platforms.
- Knowledge of accessibility standards and inclusive communication practices.

Personal Attributes

The successful candidate will be a creative and self directed communications professional who combines strong digital skills with a genuine commitment to the prevention of domestic and family violence.

They will demonstrate QDFVA's core values through respectful engagement, collaboration, accountability and innovation. Key attributes include:

- Values driven, with genuine commitment to QDFVA's purpose.
- Works independently with limited supervision.
- Exercises initiative and sound judgement within established policies and procedures.
- Provides specialist advice within the communications and marketing function.
- Manages projects and campaigns from planning through to evaluation.
- Contributes to continuous improvement and organisational objectives.
- Collaborative team player who works well with staff, directors and contractors.
- Resilient, adaptable and comfortable with the ambiguity of a start up environment.
- Commitment to continuous learning and cultural humility.

What We Offer

- Opportunity to help shape a new peak body for Queensland's domestic and family violence sector.
- Flexible and supportive work environment.
- Meaningful work contributing to the safety and wellbeing of women, children and communities.
- Opportunity to work alongside sector leaders and contribute to statewide initiatives.

Conditions of Employment

- Satisfactory National Police Check.

- Working with Children Check (Blue Card) or evidence of a pending application.
- Right to work in Australia.
- Current Queensland driver licence and willingness to travel within Queensland as required, including regional travel.
- Willingness to work flexible hours including occasional evenings as required for sector events and member engagements.

Acceptance

I have read the above Position Description and understand and accept the role requirements for the position of Social Media and Communications Lead.

Employee Signature	
Date	

Note: The above information on this position description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as an exhaustive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

QDFVA Ltd acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the lands on which we work and live. We pay our respects to Elders past and present and recognise the ongoing connection of Aboriginal and Torres Strait Islander peoples to Country, culture and community.

QDFVA Ltd is a Child Safe Organisation and is committed to the safety and wellbeing of all children and young people. We have zero tolerance for child abuse and neglect in any form and are committed to practices that protect children from harm.