

Recruitment Pack

Director Strategic Communication

Full-time or Part-time (0.8 FTE)



Supporting better justice through research, education and grants

Diversity and inclusion

We encourage people from all backgrounds, abilities, and identities to apply for our vacancies.

The VLF is committed to a workforce that represents many different cultures, backgrounds and viewpoints. The more diversity we have in our team, the more perspectives we have, and the more bright ideas we can share and develop. We strive to foster a professional and inclusive environment where everyone is respected, valued and feels safe.

Aboriginal and Torres Strait Islander people are encouraged to apply.

The VLF will employ appropriate, effective and flexible strategies to improve opportunities, and will make reasonable adjustments to policies, practices and requirements where necessary to provide equal opportunity.

We understand that balance between work and other parts of our lives is important, and we support flexible work across all our roles.

If you require support in applying for this role, please contact the Victoria Law Foundation on 9604 8103 or email hr@victorialawfoundation.org.au

Table of contents

1	About Victoria Law Foundation	4
2	About our Strategic Communication function	4
3	About the Strategic Communication Director position	6
4	Key selection criteria	8
5	Recruitment process	9
6	Appendix A: Our work.....	10

1 About Victoria Law Foundation

The Victoria Law Foundation (VLF) was established in 1967 and is a statutory entity under the [Victoria Law Foundation Act 2009](#) (VLF Act).

VLF is led by the Executive Director, Dr Rebekah Farrell, and a Board representing the diversity of the justice sector led by The Honourable Justice Greg Garde AO RFD.

We are a small team of 28 staff, with expertise across research, education and events, grant making, business services and engagement and communications.

Our functions are focused on capability – supporting the justice sector to engage effectively with the community they serve, and to build understanding and confidence in our legal system, particularly in civil law. All aspects of our work are informed by evidence and mutually supportive. Staff are encouraged to share ideas and work closely together to achieve the greatest impact.

Our staff love working with us! We have a great culture, low staff turnover and for the past five years our annual staff surveys have shown high satisfaction rates in all key areas.

Funding

We receive annual funding from the [Victorian Legal Services Board Public Purpose Fund](#) with a small amount of additional income from investments and sponsorship.

With an operating budget of just over \$4 million, it is essential that VLF makes the most of our resources to deliver effective and targeted programs.

2 About our Strategic Communication function

VLF's Strategy 2025–2027 focuses on building legal capability across the Victorian community—helping people understand the law and navigate services that can assist with civil legal problems.

The Strategic Communication function supports this purpose by helping VLF communicate its work clearly, consistently and accessibly. It combines strategic advice with practical delivery to strengthen VLF's profile, reputation and engagement with the justice sector, funded organisations and the broader community.

The function works across VLF, with a particular focus on partnering with the Education, Research and Grants teams. This includes translating research findings, evidence and organisational priorities into useful content, and sharing the outcomes and insights generated through VLF-funded projects. By connecting these areas of work, Strategic Communication helps increase their reach, support sector learning and demonstrate VLF's contribution to improving access to justice.

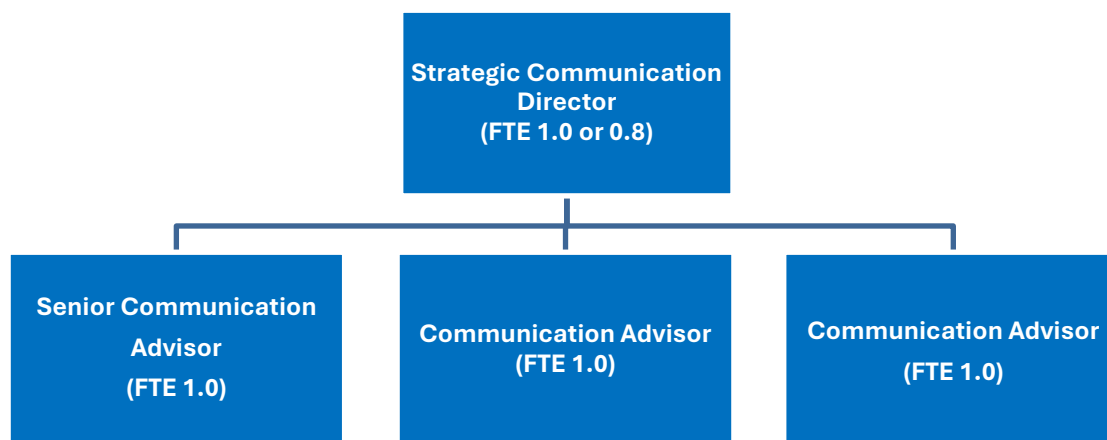
Working in a small, collaborative organisation, the function is both strategic and hands-on. Team members work closely with colleagues to understand their objectives, shape

communication approaches and deliver high-quality outputs that are timely, useful and suited to their intended audiences.

Day to day the function's work is varied and includes:

- providing communication advice and developing clear, consistent and audience-focused messaging
- translating research, evidence and grant outcomes into accessible publications, stories, briefings and promotional content
- planning and delivering communication projects across web, email, social media, print, video and events
- promoting VLF education programs, research, grants and sector engagement activities
- identifying opportunities to extend the reach and impact of VLF's work, informed by audience insights, stakeholder engagement and media monitoring
- maintaining communication channels and coordinating with internal teams, external stakeholders and suppliers.

Team Structure



3 About the Strategic Communication Director position

Job title	Strategic Communication Director
Location	Melbourne, Australia (some international and/or interstate travel may be required)
Reports to	Executive Director
Direct reports	3
Key relationships	Executive Director Leadership Team Key internal partners Key external stakeholder
Contract type	Full-time or 0.8 FTE, ongoing

Purpose

The Strategic Communication Director is a member of the Leadership Team and reports to the Executive Director. The role leads VLF's Strategic Communication function, helping build legal capability and improve access to justice for all Victorians by translating organisational priorities, research and evidence into clear messages, content and communication approaches for priority audiences.

The Director will keep a strategic focus by identifying and testing new ways for VLF to engage priority audiences, extend the reach of its work and strengthen its impact. As the leader of a small team, they will also produce and deliver communication work. This includes developing communication approaches, writing and editing content, shaping messages and contributing directly to priority projects alongside the team.

Key responsibilities

Strategic communication

- Lead VLF's strategic communication, brand and content strategy in line with organisational priorities and impact goals.
- Translate research, evidence and organisational priorities into clear narratives, messages and content for priority audiences.
- Oversee and directly contribute to the planning, production and delivery of high-quality communications across VLF channels, publications, campaigns, media, digital platforms and organisational materials.
- Use audience insight, evidence and performance data to improve communications planning, delivery and impact.
- Lead organisational reputation management and advise on stakeholder engagement approaches that support VLF's strategic objectives.
- Support effective internal communications that strengthen organisational alignment, engagement and culture.

Leadership

- Contribute as a member of the Leadership Team to VLF's strategic direction, organisational culture and long-term sustainability.
- Provide strategic advice to the Executive Director, Leadership Team and Board on issues, opportunities and risks relevant to VLF's work.
- Lead strategic communications planning for emerging issues, sensitive matters and reputational risks, providing advice and communications responses where required.
- Represent VLF in senior forums and contribute to sector discussions that advance VLF's profile, influence and strategic objectives.

Team leadership

- Lead, manage and develop the Strategic Communication team to deliver high quality, values-led outcomes, working alongside them on priority projects and providing practical guidance and quality assurance.
- Create an accountable, collaborative and inclusive team culture, with clear priorities, feedback and performance support.
- Foster strong collaboration between the Strategic Communication team and other areas of VLF to deliver clear, consistent organisational messages.

Operational management

- Manage the Strategic Communication budget, suppliers, contracts, workplans and resources in line with VLF policies and procedures.
- Maintain clear systems for planning, approving, producing, publishing and reviewing communications outputs.
- Monitor quality, accessibility, timelines, expenditure, records and delivery risks, escalating significant issues where appropriate.
- Ensure communications are accessible, inclusive and aligned with plain language principles.

Other duties consistent with the role may be required.

What success looks like

- VLF has a clear, coordinated communication direction that supports its organisational priorities and impact goals.
- Research, evidence and complex issues are translated into accessible, persuasive communications that reach and engage priority audiences.
- The Executive Director, Leadership Team and Board receive timely, credible advice on communication opportunities, emerging issues and reputational risks.
- The Strategic Communication team is well led, collaborative and accountable, with clear priorities and strong working relationships across VLF.
- Communication activity is strategically focused and delivered to a high standard, with the Director contributing directly to priority outputs and effectively managing workplans, budgets, suppliers, accessibility, timelines and delivery risks.

Benefits

As a member of the team, you'll have access to hybrid and flexible work, additional leave over the Christmas period, professional development opportunities, salary packaging, paid parental leave and a free, confidential Employee Assistance Program.

4 Key selection criteria

Core skills and experience

To be successful in this role, you will need to demonstrate the following key selection criteria:

1. Strategic communication

- Senior experience leading strategic communication, brand, content and audience strategy in a complex public purpose environment, with the capability and willingness to contribute directly to communication delivery when required.
- Experience using audience insight, channel performance data and evaluation to improve communications planning, delivery and impact.
- Strong communication and influencing skills, including credible advice to senior leaders, boards and external audiences and demonstrated ability to lead organisational communications through change, complexity or sensitive issues.

2. Technical communication

- Demonstrated ability to translate complex evidence, policy and research into clear, persuasive messages, narratives and content for diverse audiences, supported by strong writing and editing skills.
- Experience leading and influencing internal communications that help staff understand organisational priorities and support a positive workplace culture.

3. People leadership & management

- Demonstrated experience leading, managing and developing a communication team, with a collaborative hand-on leadership style.

4. Project & operational management

- Demonstrated experience planning and delivering communication projects and workplans while managing competing priorities, budgets, suppliers, quality, accessibility, timelines and delivery risks.

5. Professional and sector knowledge

- Relevant qualifications or substantial senior experience in strategic communications, content strategy, media, policy or a related discipline.
- Experience in or with the Victorian justice, legal assistance or public purpose sectors is highly desirable.
- Current Working with Children Check or willingness to obtain.

5 Recruitment process

The recruitment process is being managed by our HR and recruitment partner [Evans Faull](#).

How to apply

Apply online, through the Victorian Government Careers website. If you are applying through another job board (e.g., Seek, Ethical Jobs), you will be redirected to this website.

Please include the following documents when applying:

1. **CV** - outline your relevant experience and qualifications. Please provide dates.
2. **Cover letter** - outline why you are interested in working at the VLF.
3. **Respond to the key selection criteria (KSC)** – refer to Section 4 (pg. 8 of this Recruitment Pack). Please keep your responses to 250-300 words per KSC.

**Applications close midnight Australian Eastern Standard time,
Friday 9th October 2026**

About the selection process

After the closing date, applicants will be shortlisted for interview. We plan to interview within two weeks of the closing date.

Shortlisted applicants will be contacted by our recruitment partner, Evans Faull, to arrange an interview.

Applicants who are not shortlisted will be notified by email of their application status.

Who do I contact for more information about this opportunity?

Please email Amanda Evans, Director Evans Faull: amanda@evansfaull.com.au

Who do I contact for technical support?

Please email: HR@victorialawfoundation.org.au

6 Appendix A: Our work

VLF supports better justice for all Victorians through research, education and grants. Under the VLF Strategy 2025–2027, these functions work together to build legal capability: developing evidence about legal need, translating knowledge into practical information and learning opportunities, and supporting organisations to respond effectively to community legal needs.

Research

The [Research function](#) develops evidence about legal need, legal capability and what leads to just outcomes. Its work helps policy makers, services and the wider justice sector understand how Victorians experience legal problems and how responses can be better designed, targeted and evaluated.

VLF's 2025–2027 Research Plan, PULS Applied, is organised around three streams: understanding legal need and capability; collaborating for knowledge translation; and measuring and learning what works. The plan builds on the Public Understanding of Law Survey (PULS) and related research to generate practical insights, tools and resources that can strengthen policy, services and access to justice.

Current work includes continuing analysis of PULS data, measuring legal capability, mapping legal problems across Victoria and translating findings for practical use. In April 2026, VLF published [Measure for Measure: A People-Centred Approach to Tailoring Justice](#), which identifies common elements of effective responses to legal need and considers their implications for practice, evaluation and better outcomes.

VLF also works with policy makers, researchers, legal and community organisations, courts and other justice institutions to share evidence and support collaboration. Research publications and project information is available on the [VLF research website](#).

Grants

VLF offers two grant streams for one-off civil legal and access to justice projects. The grants program supports organisations to better understand and respond to the legal needs and capabilities of Victorians, with a focus on people and communities experiencing barriers to justice.

Major Grants provide up to \$100,000 for projects that build understanding of legal need and capability, strengthen data and research capability, or trial new ways to help people navigate the justice system.

Everyday Legal Grants provide up to \$10,000 for projects that develop or deliver civil legal information and education, help people find support, or assist communities to navigate Victoria's justice system.

The program prioritises projects that improve understanding of legal need and capability, address disadvantage, strengthen the sector's use of data, help people recognise legal issues and find assistance, and share learning across the sector. VLF also provides guidance and support to applicants and funded organisations throughout project development and delivery.

For more information on our **grants** [click here](#).

Education

VLF's education and events work helps communities, students and justice-sector practitioners understand the law, find reliable information and build the capability to respond to legal issues. It combines accessible resources with events, workshops and learning programs delivered online and in person across Victoria. These include:

- community education and public events that help people recognise legal issues, understand rights and responsibilities, and find appropriate help
- professional learning, forums, webinars and workshops that connect practitioners, share evidence and strengthen sector capability
- school programs and resources that build Victorian secondary students' understanding of the law and legal system.

Events

VLF's events program includes Victorian Law Week, the Legal Laneway Breakfast, In Conversation, the International Access to Justice Forum, the Law and You Forum, and webinars and workshops. Together these activities connect communities, schools and practitioners with practical legal information, research and expertise. Victorian Law Week remains a major statewide program: in 2026 it brought together 141 events across 39 local government areas, with online and regional participation extending access across Victoria. For current information about **events**, visit the [VLF website](#).

Schools program

The schools program provides learning experiences and resources for Victorian secondary students, including Law Talks and curriculum-linked content. Programs are designed with legal and education expertise to make the legal system practical and relevant, with a focus on building students' confidence, understanding and ability to identify where the law may affect them. For more information on our **schools program** [click here](#)

For further information about VLF's research, grants, education and events, visit the [VLF website](#).