

Position Description

Position Title	Communications Specialist
Position Status	Part-time 0.4 FTE/ongoing
MEA Classification	Victorian Community Legal Centres Multi-Enterprise Agreement 2024-2027 Social and Community Services Employee Level 5
Position Reports to	Executive Director, Women's Legal Services Australia
Position Supervises	Nil
Date Reviewed	September 2026

About Women's Legal Services Australia

Women's Legal Services Australia (WLSA) is the national peak organisation for 13 specialist Women's Legal Services across every state and territory. Our mission is to promote a legal system that is safe, supportive, non-discriminatory and responsive to the needs of women and non-binary people, particularly victim-survivors of gender-based violence.

WLSA's purpose is to:

- Engage in national advocacy for policy, law reform and systemic change to achieve justice, safety and equality for women and non-binary people.
- Build the capacity of Women's Legal Services to deliver gender-specialist, integrated legal services for women and non-binary people.
- Create collaborative spaces for Women's Legal Services to work together, learn from each other and develop best practice services.

WLSA members work within a collaborative feminist framework.

WLSA operates as a program of Women's Legal Service Victoria, which employs all WLSA program staff.

About Women's Legal Service Victoria

Women's Legal Service Victoria (Women's Legal) is a specialist, trauma-informed, state-wide for-purpose organisation that has been providing free specialist legal services to women since 1982. We work with, and for, women and non-binary people to address legal issues arising from family violence and relationship breakdown.

Women's Legal's vision is that women and non-binary people live free from violence and discrimination in a gender-equitable society. Our unique contribution to this vision – as lawyers, social workers, financial counsellors, advocates and educators – is to work alongside women and non-binary people experiencing disadvantage to promote their rights to live free from violence and make informed choices about their relationships.

Women's Legal specialises in family and sexual violence, family law, migration, child protection, criminal law and victims of crime assistance – recognising the intersection between the jurisdictions. We focus on women's safety, recovery from violence and economic security. We do this by:

- Providing legal advice and representation to women and non-binary people with a wraparound model of service delivery where they are supported by social workers and financial counsellors, depending on their needs.
- Advocating for law and policy that respects and promotes the rights of women and non-binary people.
- Building the capacity of other professionals and communities to identify and respond appropriately to legal need.

Intersectional Feminist Framework

The work we do is informed by the principles in our Intersectional Feminist Framework, which shapes how we prioritise issues, centre lived experience, and approach questions of power, equity and system change.

Ongoing learning and humility: We commit to continually learning and evolving our understanding of how intersecting discriminations impact our clients, our people, communities and the legal system.

Transforming and disrupting systems: We're not just about playing the game; we're about changing the game.

Complexity and marginalisation: We target our assistance to those with complex needs at the intersections of inequality and discrimination.

Trauma-informed: We believe that people are the experts of their own lives and are best placed to make decisions for themselves and their families.

Whole person dignity and respect: We support the whole person through the development of systems change and law reform advocacy, as well as the delivery of multidisciplinary training and integrated services.

Power and accountability: We acknowledge differences in power and work collaboratively to share power with our colleagues, clients, and stakeholders where appropriate. We reflect on our position of power and hold ourselves to account.

POSITION OBJECTIVE

Reporting to the Executive Director, the Communications Specialist is a new role that will support the delivery of WLSA's communications, media, digital engagement and external engagement activities. The role is responsible for developing and distributing communications content, maintaining WLSA's digital presence, coordinating media engagement activities, and supporting advocacy and policy objectives through effective communications initiatives.

Working closely with WLSA's staff, members and external stakeholders, the Communications Specialist will help raise the profile of WLSA and promote key priorities, campaigns and advocacy efforts by WLSA and its members.

KEY RESPONSIBILITIES

1. Media and Communications

- Draft media releases, statements, opinion pieces and other communications materials.
- Manage media enquiries and coordinate timely responses with WLSA members where needed.
- Develop content for newsletters, member communications, publications and other external communications.
- Support the design and publication of reports, submissions, fact sheets and other resources for external audiences.

2. Digital Communications and Brand Management

- Manage WLSA's social media channels, including the development, scheduling and publication of content.
- Create engaging digital assets, including social media tiles, infographics and other visual content.
- Monitor and report on social media performance, audience engagement and reach.
- Maintain and update WLSA's website to ensure content is current, accurate and accessible.
- Work with the Administrative Officer to maintain WLSA's brand identity.
- Provide design support for reports, presentations, publications and campaign materials.

3. Member Engagement and Advocacy Support

- Coordinate with WLSA members on communications campaigns, advocacy initiatives and promotional activities.

- Assist in the development and dissemination of advocacy materials and stakeholder communications.
- Monitor relevant policy, political and sector developments to support communications and advocacy activities.

4. General

- Contribute to a collaborative and productive team environment.
- Undertake other duties as reasonably directed and consistent with the responsibilities of the role.

KEY SELECTION CRITERIA

Skills, Knowledge and Behaviour

- Demonstrated experience in a media or communications role, including the delivery of communication activities across multiple channels.
- Exceptional communication skills and ability to translate complex information into clear and impactful communications for a range of audiences.
- Experience managing digital communications platforms, including social media and websites, and monitoring performance and engagement metrics.
- Demonstrated ability to develop visual and branded communications materials, including social media assets, infographics, templates and publications using design tools such as Canva or similar.
- Strong stakeholder engagement and relationship management skills, with the ability to work effectively with WLSA members, journalists and other external stakeholders.
- Highly developed organisational skills, with the ability to manage multiple projects, work independently and meet competing deadlines.
- Strong commitment to social justice, and values alignment with WLSA.

QUALIFICATIONS AND EXPERIENCE

- Relevant tertiary qualifications in Communications, Public Relations, Journalism, Marketing, Media, or a related discipline, or equivalent demonstrated experience.
- Experience working in the not-for-profit, community, advocacy or legal assistance sector is highly desirable.

OUR CULTURE

We are intentional about building a culture that enables people to do demanding, high-impact work well.

Our work is grounded in an intersectional feminist framework. This shapes how we prioritise issues, whose expertise we centre, and how we approach power, equity and system change. We expect staff to apply this lens in their work, not just understand it conceptually.

We prioritise psychological safety, accountability and respect so staff can contribute openly, challenge ideas, and make decisions that improve outcomes for victim-survivors. Collaboration here means rigorous thinking as well as support.

We value diversity of experience and perspective and focus on how that translates into equitable practice. This includes recognising the different roles our staff hold in their families and communities and designing flexible ways of working that support sustainability in the role.

Our organisational values guide how we work with each other and with stakeholders, particularly in how we navigate complexity, disagreement and responsibility. Senior staff are expected to model these behaviours and contribute to strengthening our culture, not just operate within it.

This is an environment for people who want to think critically, work collectively, and contribute to meaningful system change.

VALUES AND BEHAVIOURS

Everyone who works at Women's Legal plays an important role in upholding our Code of Conduct and living our values. Together, we are:

Inclusive: We actively listen and ensure that marginalised voices are centred in every forum we create.

- We ask about accessibility needs and adjust where possible.
- We centre people's input into things that affect them.
- We ask what voices are being heard, who holds power and create spaces to amplify marginalised voices.

Purposeful: Our work leads us to achieve our strategy. We invest in learning and continuous improvement to achieve our impact.

- We are clear about the "why" and prioritise actions that help us achieve our strategy.
- We are clear in our roles and responsibilities and take accountability for meeting these requirements.
- We use data, lived experience; and professional judgement to make decisions that maximise impact.

Courageous: We take the challenging path to learn, grow and achieve our strategy.

- We have challenging conversations to understand, find common ground, and promote change including with people in positions of power.
- We are brave and challenge ourselves, even when it feels uncomfortable.
- We are committed to learning from our wobbles and using them as opportunities for growth.

Collaborative: We value and actively foster involvement of a diversity of views, experiences and expertise to work together to achieve better outcomes.

- We use open communication, clear processes and dedicated time to build collaborative and trusting working relationships.
- We consider the power, roles, styles and needs of those involved in collaboration.
- We are generous in sharing successes and learnings, acknowledging everyone's efforts and contributions.

Authentic: We are honest and accountable. We seek to learn from our successes and failures

- We are honest about our capacity, skills and knowledge and are open to receiving feedback.
- We do what we say we will do and take accountability for our actions and we ask for help when we need it.

WORKPLACE HEALTH AND SAFETY OBLIGATIONS

All staff have a responsibility to always display and promote safe actions in the workplace including:

- Participating in the development of a safe and healthy workplace.
- Complying with instructions given for their own safety and health and that of others, in adhering to safe work procedures.
- Cooperating with management in its fulfilment of its legislative obligations. Taking reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation.
- To report any injury, hazard or illness immediately, where practical to their supervisor.
- Not place others at risk by any act or omission.
- Not wilfully or recklessly interfere with safety equipment.

National Criminal History Check

All successful candidates will be required to produce a national criminal history check prior to the commencement of their employment.

Disclosure of a criminal record does not necessarily preclude appointment by Women's Legal, but if needed, we invite applicants to address this issue early in the application phase. Should a criminal record disclosure be advised by a candidate, Women's Legal will endeavour to provide clarity over whether the conviction would preclude a candidate from being able to carry out the position duties.

Please note, all staff employed by Women's Legal Service Victoria are required to comply with Section 121 of the Legal Profession Uniform Law.

Equal Opportunity Employer

We recognise our work benefits greatly from the unique knowledge, skills, and expertise of individuals with diverse experiences, including women and non-binary people who are Aboriginal and Torres Strait Islander, with disability, with lived experience of family and sexual violence, and from migrant, refugee, culturally and racially marginalised backgrounds.

If this is you, we strongly encourage you to apply.

Note, Women's Legal relies on an exception under the Equal Opportunity Act to employ women and non-binary people only.