



## POSITION DESCRIPTION: COMMUNICATIONS AND DIGITAL CAMPAIGNS ADVISER

- Title:** Communications and Digital Campaigns Adviser
- Status:** Full-time or 0.8FTE, 24-month contract with possibility of extension
- Reports to:** Director of Policy and Engagement
- Classification:** Social Community Home Care and Disability Services Industry Award Level 6
- Salary:** \$85,000 - \$90,000 full-time equivalent salary per annum (this includes an over award component) plus superannuation and generous salary packaging.

### 1. About the Federation

The Federation is the peak body for Victoria's Community Legal Centres (CLCs). Our members are at the forefront of helping those facing economic, cultural or social disadvantage and whose life circumstances are severely affected by their legal problem.

For over 40 years, CLCs have been part of a powerful movement for social change, reshaping how people access justice, creating stronger, more equitable laws, and more accountable government and democracy.

The Federation:

- Enables a strong collective voice for justice and equality;
- Mobilises and leads CLCs in strategic, well-coordinated advocacy and campaigns;
- Leads and supports ongoing learning, reflection and evaluation across the sector;
- Drives creativity and excellence in delivering legal services to communities.

### 2. Position purpose

Operating in a key adviser role, you will advise the Federation on strategic communications both internally and externally, about key social justice issues of importance to the Federation and the community legal sector. This will include developing and implementing long and short-term communications priorities and driving contemporary digital campaigns for the Federation.

The role will support the Federation and work alongside its members to proactively identify, plan and implement impactful and cost effective media and digital campaigning priorities and provide key communications advice and recommendations to the senior leadership team. The role will expertly position the Federation within the digital space.

You will play a crucial role in building a persuasive and powerful voice to effectively communicate our priorities in line with our strategic plan, promote the value of the work that community legal centres undertake, and strengthen engagement with key internal and external stakeholders.

### **3. Position responsibilities**

#### ***Communications***

- Develop and implement a comprehensive, contemporary and strategic communications plan for the Federation in line with our strategic objectives and priorities and ensuring optimization of digital media and platforms.
- Provide strategic communications information, analysis, advice and recommendations to the senior leadership team
- Plan, manage and deliver internal communications to promote our work and engage our members and other key stakeholders.
- Plan, manage and deliver external communications on key issues and emerging priorities, ensuring key messages are clear, compelling and effective.
- Scope the broader environment and develop new relationships with key stakeholders to ensure the best possible setting for achieving the communications strategy.

#### ***Digital Campaigns***

- Identify and lead on effective digital campaigns and digital campaign communications.
- Plan, manage and deliver end-to-end digital campaign projects from creative brief and concepts through to the development of rich media content, production and evaluation.
- Leading the creation and execution of digital assets such as videos, infographics and images.
- Optimise the Federation's online presence and social media channels in response to digital trends and data insights.
- Monitor current - and explore emerging - digital platforms, initiatives, channels and media to support, promote, engage and grow the Federation's campaigns.
- Manage the Federation's client relationship management systems to engage, influence, and inspire current supporters while growing the Federation's supporter base through creative and engaging campaigns.

#### ***Media***

- Proactively plan and develop stories and pitches to a wide variety of news media in print, online and broadcast.
- Write and distribute media releases, statements, media packs, and contribute to opinion articles.
- Plan, manage and deliver media events and drive day-to-day engagement with media outlets and journalists.

### ***Values and Behaviors***

- Promote and role model appropriate behaviour to support the Federation's culture, performance and profile.
- Actively support the Federation's commitment to the principles of diversity, inclusion and EEO.
- Actively demonstrate organisational values.

### ***Health, Safety & Wellbeing***

- Act in a safe manner at all times, including complying with all safety instructions and training given at the workplace.
- Participate in, and contribute to, health and safety awareness and improvements.
- Report all incidents, injuries and potential hazards in a timely manner.
- Ensure that the work is carried out in ways, which safeguard the health and safety of workers or others in their charge including contractors whom they engage.

### ***Other***

- Other duties as may be determined from time to time by the CEO.

## 4. Essential Experience

### *Skills and Experience*

- Sound experience in developing and implementing a comprehensive, contemporary and strategic communications plan.
- Strong experience designing, managing and implementing effective digital campaigns
- Strong experience in developing high quality communications content for digital and established communications channels.
- Proven ability to translate complex policy issues into persuasive narrative and messaging.
- Proven ability to engage and cultivate public support for an issue/ social cause/ public campaign across digital platforms.
- Excellent stakeholder relationship skills including experience collaborating with a range of key internal and external stakeholders, such as community sector partners, policy-makers, and political decision-makers.
- Excellent people skills, particularly collaborating in small teams and coordinating work across diverse groups.
- Excellent and efficient use of plain English in all communications.
- Highly organised, with flexibility to prioritise competing demands and work to deadlines under pressure.
- Excellent political judgement including the ability to proactively identify strategic media opportunities and secure high profile media coverage.

### *Desirable*

- Experience with NationBuilder.
- Digital campaigning and communications experience in issues based or social change organisations.
- Experience in the legal assistance sector and/or a membership based organisation.

### *Personal Attributes*

- Motivated by collaboration and collective success.
- Flexible, adaptive and able to work effectively in a small team with limited support.
- Openness to change, receptiveness to new ideas and exercises initiative.
- Capacity to work independently and monitor own work performance.

## **5. Location and work outside office hours**

The position will be based at the Federation's office in Melbourne. Occasional work outside normal office hours may be required.

## **6. Applications**

To apply for this position, please email your resume and a covering letter addressing the key selection questions in the position description to the attention of the Human Resources Adviser at [humanresources@fclc.org.au](mailto:humanresources@fclc.org.au)

Any queries about this position may be directed to the Human Resources Adviser, Tanya Sawtell, via [humanresources@fclc.org.au](mailto:humanresources@fclc.org.au) or on 9652 1503.

We encourage applicants from Aboriginal and Torres Strait Islander Australians, people with disability, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender intersex and queer (LGBTIQ) people to apply for this position.

***Applications close 10 am Monday 23 September 2019, with interviews to commence shortly after.***