



Position Description

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| Position Title | Digital Campaigns Lead |
| Position Status | Full time or Part time - negotiable (minimum 0.8 EFT) 12 months fixed term |
| Salary | \$96,000 (pro rata) + superannuation |
| MEA Classification | Level 5 Victorian CLC Multi-Enterprise Agreement 2024-2027 |
| Position Reports to | Strategic Communications and Engagement Manager |
| Date Reviewed | May 2024 |

About Women's Legal Service Victoria

Women's Legal Service Victoria (Women's Legal) works with women experiencing family violence to find safety and get legal advice. Our legal team, social workers and financial counsellors work with thousands of women each year to ensure that they have what they need to make decisions for themselves and their family.

The service we provide is trauma-informed and covers family law, family violence, victims of crime, migration and child protection. We provide practical legal advice to workers supporting victim-survivors of family violence and train thousands of workers, lawyers and communities each year to recognise family violence and legal issues that come with it.

Our experience guides our policy and advocacy work to improve the law for women and their children. Everyone who works with us directly contributes to building a more gender-equitable society.

Our Culture

We're continually building on our culture of inclusivity, collaboration and safety so our teams and individuals thrive. We value diversity, build empathy and consider impact to foster belonging and create equity.

About our Communications team

Our Policy, Advocacy and Communications (PAC) Team drive systems reform to improve outcomes for women and their children. We do this by gathering data and casework

insights from our services, undertaking research, and consulting across sectors and government.

Our policy managers research and develop law reform agendas and service design solutions. Our campaign and communications specialists ensure that our advocacy agenda is transformed into messages that are delivered in the right format, across the right channels, to the right audience and at the right time.

Position objective

Translate policy and legal information into creative digital and media campaigns to build engagement across our online communities, enhance community and sector understanding of the issues we are fighting for and help achieve our advocacy objectives.

Key Responsibilities

1. Digital communications and campaigns

- Contribute to the development and implementation of Women's Legal social media strategy;
- Work with teams across the organisation to plan and deliver multi-channel digital campaigns;
- Monitor, evaluate and report on Women's Legal communications across website, email and social media to ensure they are accessible and reaching the people who need to see them; and
- Liaise with external consultants and contractors to support project implementation.

2. Design and storytelling

- Create compelling and effective values-based messages for a range of purposes such as advocacy campaigns, projects, legal resources, news updates, client stories and marketing emails;
- Create effective communication collateral with consideration to best-practice design, accessibility, presentation, distribution and channel;
- Sensitively interview Women's Legal clients and stakeholders and produce compelling narratives for both print and digital centring on people's lived experience; and
- Create visual assets to support clear and accessible communication (e.g. diagrams, infographics, videos, illustrations).

3. Media engagement

- Proactively monitor media for advocacy and engagement opportunities, including using moments to promote Women’s Legal resources, services, policy and advocacy; and
- Build relationships, background brief and pitch stories to media.

4. General

- Contribute to a healthy, productive team culture where work practices, decision making, and behaviour reflect Women’s Legal’s feminist framework and values;
- Contribute to Women’s Legal Reconciliation Action Plan activities; and
- Perform other duties as directed and necessary for the proper performance of the role.

Position Requirements

1. Skills, Knowledge, and Behaviour

The following skills are required to be demonstrated:

- Strong project management skills with the ability to work cross-functionally, spanning communications, engagement, brand and content management;
- Skills in relevant digital marketing, data and content creation systems, specifically Wordpress, Adobe's Creative Suite, Canva, Google Analytics, Google ad grant, Facebook Business Manager and audience network, Sked Social and Vimeo;
- Proven ability to translate complex policy issues into persuasive narrative and messaging using plain language;
- Excellent stakeholder management skills including the ability to influence within an organisation as well as externally;
- Ability to proactively identify and secure strategic media opportunities;
- Highly organised, with flexibility to prioritise competing demands and work to deadlines under pressure;
- Demonstrated comfort working in agile practice with openness to pivoting as organisational or advocacy priorities change; and
- A proactive and collaborative approach to working across organisations, with an ability to build consensus and work with leadership to define priorities.

2. Qualifications and Experience

The following qualifications and experience are required for the position:

- A bachelor’s degree in a related field such as public relations, marketing, digital communications or journalism;
- 3+ years’ experience in communications; and
- Experience creating, implementing and evaluating communications strategies.

Equal Opportunity Employer

We recognise our work benefits greatly from the unique knowledge, skills and expertise of individuals with diverse experiences, including those with lived experience of family violence, Aboriginal and Torres Strait Islander people, women with disability and women from migrant, refugee or non-English speaking backgrounds. If this is you, we strongly encourage you to apply.

Women's Legal relies on an exception under the Equal Opportunity Act to employ women only.

Shared Organisational Responsibilities

Women's Legal has the following expectations of all employees:

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| Values | <p>Everyone who works at Women's Legal plays an important role in upholding our ethics outlined in the Code of Conduct and living our values.</p> <p>Together, we are:</p> <p><i>Authentic:</i> We are reliable, trustworthy and transparent about how we work. We reflect on our work and take responsibility for our actions.</p> <p><i>Collaborative:</i> We are stronger when we work together. By sharing power and privilege with diverse voices, we achieve better outcomes. We respond to requests for help with generosity.</p> <p><i>Courageous:</i> We are brave, resilient and face challenges with integrity. We unapologetically advocate for our goals and back one another to take considered risks to increase our impact.</p> <p><i>Inclusive:</i> We believe respect, equality and opportunity must be afforded equitably and to everyone. We understand this will require critical reflection on where power lies and how it functions, and active effort to disrupt it.</p> <p><i>Purposeful:</i> Our services respond to the community, laws and people we work with. We value curiosity and relish opportunities to improve our work.</p> |
| Safe Workplace Actions | <p>All staff have a responsibility to always display and promote safe actions in the workplace in line with our Occupational Health and Safety policies and procedures.</p> |

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| COVID-19 Vaccination | Women's Legal encourages staff to follow Australian Government advice about reducing the spread of COVID-19. There are some locations where our staff work, such as health services or courts, which may have vaccination requirements for workers. It is the responsibility of Women's Legal staff to ensure that they can meet these requirements to undertake their work duties. |
| Child Safety | Women's Legal is committed to protecting children and vulnerable people who have contact with our service. It is a condition of employment for all staff to have a Working with Children Check. This must be provided at the time of appointment and maintained for the duration of their employment. |
| National Criminal History Check | It is a condition of employment for all staff to produce current National Criminal History Check. |