

MANAGER – COMMUNICATIONS, DIGITAL & MEDIA

How to apply

To prepare your application, please provide the following:

- a cover letter
- resume; and
- responses to the key selection criteria contained in the position description.

Applications that do not clearly address the selection criteria will be disregarded.

Applications close midnight on Sunday, 24 October 2021

Where to apply

Completed applications may be forwarded to the **Director – Partnerships and Community Engagement, Donna Askew**; employment@eclc.org.au.

ECLC Recruitment Process

The recruitment process is expected to comprise two stages for short-listed applicants:

- Interview with the selection panel; and
- Professional reference checks.

Applicants may be subject to the following pre-employment checks:

- A current Police Record Check
- A current practicing certificate
- Proof of the right to work in Australia

The selection panel may conduct additional interviews or assessments at its discretion.

Eastern Community Legal Centre welcomes applications from current volunteers of our organisation. It is the position of Eastern Community Legal Centre however that a person cannot be engaged as both a paid employee and a volunteer of the Centre. Please note that if successful in the recruitment process, any current volunteer would be unable to continue in their volunteering role for the duration of their engagement.

Contact Us

If you have any questions regarding the role, please contact **Donna Askew** on **(03) 9957 2417**

For further information: www.eclc.org.au/employment

Eastern Community Legal Centre knows that our organisation is stronger with a diversity of backgrounds and experience. Aboriginal and Torres Strait Islander people, people of colour, people from culturally and linguistically diverse and refugee backgrounds, people with diverse religious beliefs, gender diverse people, LGBTIQ+ people and people living with a disability are strongly encouraged to apply.

POSITION DESCRIPTION

Position Title	Manager - Communications, Digital & Media
Directorate, Team	Partnerships and Community Engagement
Location	Box Hill
Position reports to	Director - Partnerships and Community Engagement
Direct reports	Two - Marketing and Design Lead - Fundraising and Philanthropy Lead
Classification	7
Enterprise Agreement	Eastern Community Legal Centre Enterprise Agreement 2013-2016
Employment type	Permanent, Full Time, 38 hours per week (or min. 0.8 FTE)

About Eastern Community Legal Centre

OUR VISION: Human Rights | Fairness | Justice

OUR MISSION: Eastern Community Legal Centre (ECLC) is a multidisciplinary legal service that works to prevent problems, progress fair outcomes and support the wellbeing and resilience of communities and community members in Melbourne's East.

Making the most of its abilities and the resources available, ECLC provides:

- information, advice and assistance across a range of legal and related issues
- advocacy to resolve problems at the earliest opportunity
- referrals to community agency partners
- integrated legal services, including through Health Justice Partnerships
- community development and education programs with a focus on rights, responsibilities and options
- primary prevention activities, using broad partnership approaches
- strategic advocacy to change unfair laws and improve systems and practices

OUR VALUES:

<p>Respect Appreciating diversity and treating all people with dignity</p>	<p>Compassion Understanding the underlying causes of disadvantage & offering support without judgment</p>	<p>Advocacy Providing a voice for those who cannot advocate for themselves and joining voices with those addressing injustice</p>
<p>Safety Assuring confidentiality for clients and being responsive to their own assessment of safety and wellbeing</p>	<p>Justice & human rights Showing courage in encounters with injustice, promoting equitable access to legal help, and working to empower communities</p>	<p>Strong governance & assurance Practicing proactive and transparent leadership and striving for continuous improvement</p>
<p>Resourcefulness & practicality Finding solutions through working collaboratively and generously sharing expertise</p>	<p>Innovation & entrepreneurship Encouraging new ideas, taking calculated risks to increase impact, and leading by example</p>	<p>Quality & evaluation Building evidence-based practice through a robust monitoring and evaluation culture</p>

Position Summary

The Manager - Communications, Digital & Media provides high-level strategic advice to ECLC's leadership team, in addition to working across all teams and programs.

The role is responsible primarily for external communications, delivering communications strategies across the organisation, working with stakeholders to manage community and media relations, and develop and oversee the digital communications and social media strategy.

Key Accountabilities

Communications, Digital & Media

1. Provide high-level strategic advice to management and the leadership team about all communications issues
2. Implement (recent) Communications Strategy and lead updates and future strategic developments
3. Develop and execute initiatives that build the profile of ECLC, including advocating on issues affecting its clients and communities and its work, as well as the community legal sector more broadly
4. Work with traditional media, including utilising existing relationships and networks with journalists and media outlets, pitching stories and identifying and maximising media opportunities
5. Lead effective engagement and information-sharing with partner services and agencies around communications issues, including within the community legal sector and with other partners
6. Develop and manage public communications, key events and build relationships with key stakeholders
7. Ensure that all branding, messaging and narrative are consistent across publications and platforms
8. Message testing to ensure effective core communications work, including reaching new audiences, increasing engagement and influencing decision-makers
9. Manage web presence, including social media. This includes creating new content and resources, improving accessibility and continually looking for ways to expand messaging reach
10. Provide regular analysis and reporting of digital and non-digital media activities
11. Work with program and service delivery to build capacity to support communication, digital events/training and social media activities, as well as to plan, draft and edit content of publications and materials to ensure that these materials are culturally safe and appropriate and updated at regular intervals
12. Manage the day-to-day operations of the communications function, including proactively identifying communications issues, opportunities and gaps
13. Lead, coach and develop staff reporting directly to this role, ensuring operational and people issues are addressed and resolved in an appropriate, effective and timely manner
14. Utilise ICT-based devices, applications, software and services to support productivity, effective communication and collaboration, and a digitally capable organisation

Organisational Participation

15. Undertake professional development in consultation with manager/supervisor
16. Actively participate in meetings with manager/supervisor
17. At all times comply with ECLC policies and procedures, as varied from time to time
18. Participate in organisational activities such as staff meetings, planning meetings and team initiatives
19. Understand and demonstrate ECLC values
20. Undertake other duties or responsibilities, as directed, within the scope of this role and consistent with skills, qualifications and experience as may be required from time to time

Decision Making

21. Decision-making authority over day to day workflow as outlined in the key accountabilities
22. Strategic or program decision making made in consultation with the Director - Partnerships and Community Engagement
23. Promptly escalate potential risks to relevant Directors and CEO

Key Capabilities

The Key Capabilities apply to all ECLC employees and describe the capabilities that are needed to meet our strategic goals.

Capability	Description
Communicating with Others	<ul style="list-style-type: none"> ▪ Adopts a professional communication style that demonstrates audience understanding, using clear verbal, written and interpersonal skills in both positive and negative situations ▪ Negotiates confidently from an informed and credible position ▪ Actively listens to, considers and acknowledges differing ideas and perspectives and contributes to group discussions
Working with Others	<ul style="list-style-type: none"> ▪ Creates and maintains positive, professional and respectful working relationships and is transparent in all interactions, treating people fairly and equitably ▪ Shares information and works co-operatively to solve challenges and build supportive, collaborative and responsive relationships ▪ Recognises and reflects upon the impact of own actions/behaviours on others and uses a range of individual or organisational options to resolve interpersonal or behavioural issues ▪ Focusses on group results & celebrates teams' successes
Taking Action	<ul style="list-style-type: none"> ▪ Seeks out information from various sources and obtains relevant facts before making decisions or proposing solutions ▪ Demonstrates the ability to reach firm and clearly defined decisions, including consideration of broader context and risk, that are timely and objective ▪ Takes responsibility for own decision making within scope of authority and delegates, consults and informs appropriately ▪ Using a range of techniques, develops workable solutions to problems and challenges in collaboration with others ▪ Contributes to and participates in process improvement and new approaches/ideas
Coping with Pace, Challenges and Change	<ul style="list-style-type: none"> ▪ Explores the reasons for change and is open to new and different ideas, approaches and processes and supports others in understanding change ▪ Shows resilience and optimism, and remains calm despite barriers or difficult circumstances ▪ Responds appropriately to constructive criticism and conflict situations, learning from experiences and identifying areas of self-development ▪ Focuses on achieving objectives even under pressure and adopts appropriate strategies to balance work and life, maintain a reasonable workload and model this for others
Leadership	<ul style="list-style-type: none"> ▪ Motivates and empowers others, providing clear direction, development and coaching, and modelling behavioural standards ▪ Supports an organisational culture that reflects ECLC values and vision ▪ Values and encourages respect for diverse professional, cultural and personal experience, fostering multidisciplinary learning and practice, internally and with organisational partners ▪ Builds and sustains high trust relationships, fostering openness in discussions and demonstrates good emotional intelligence and self-awareness

Key Relationships

Contact / Organisation	Purpose of Relationship
Internal	
CEO	Collaboration on major communications and strategic/risk management interaction in relation to the development and completion of key activities
Director - Partnerships and Community Development	Direct line manager Regular interaction in relation to the development and completion of key activities Regular feedback to support ongoing performance and development To ensure alignment with directorate and organisational strategic objectives
Marketing and Design Lead; Fundraising and Philanthropy Lead	Day-to-day management Providing regular feedback to support ongoing performance and development and to ensure alignment with strategic direction of directorate and organisation
Team	Participate in meetings to share information, provide input and in planning processes
Program Managers / Coordinators	Work collaboratively to promote services and programs through coordinating communication projects and strategies
Leadership Team	Work collaboratively and in consultation for relevant and collective outcomes
External	
Stakeholders/Partners	Develop and maintain strong connections and relationships
Service Providers	To establish and maintain strong relationships and ensure quality service delivery

Key Selection Criteria

Qualifications and Specialist expertise

1. Tertiary qualification in communications, public relations, journalism or similar, and/or significant professional work experience in these fields
2. Minimum 5 years' experience in similar or relevant role
3. Community and/or community legal sector experience, including strong awareness of social justice principles and the social context of family violence and economic abuse

Knowledge and skills

4. Demonstrated skills and experience in developing and implementing high-level communications and media strategies and/or plans, including a commitment to continuous improvement
5. Demonstrated experience in developing and refining branding, messaging and narrative to ensure effective communications
6. High-level stakeholder engagement skills, including the ability to work collaboratively and communicate, liaise and build productive relationships with a wide range of people to achieve common goals
7. Exceptional oral and written communication skills, including copyediting, and the ability to prepare high-quality materials tailored to a variety of audiences
8. Proven ability to assess and order priorities, juggle multiple tasks, anticipate/plan ahead and project manage in a highly changing environment
9. Competent in the use of social media platforms, Wordpress, marketing platforms, Microsoft 365, and other digital technologies
10. Awareness of Culturally and Linguistically Diverse (CALD) and/or Aboriginal and Torres Strait Islander cultural and social issues

Additional Information

Child Safety	ECLC is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children at all times. As a 'child safe organisation', employment with ECLC is subject to a current Working with Children Check
Cultural competency	ECLC strives to maintain a culturally competent and inclusive workplace. All staff are expected to undertake cultural competence training.
Equal Opportunity	ECLC is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.
Flexible Working	ECLC promotes flexible working in order to balance personal and work needs, including working from home and flexible work hours. ECLC also operates a flexi-time system.
Health, safety and wellbeing	<p>ECLC is committed to ensuring the physical and psychological health and safety of all employees, volunteers and other people involved in our organisation activities. Our people are expected to comply with our Health and Safety policy and procedures.</p> <p>It is the employee's responsibility to:</p> <ul style="list-style-type: none"> ▪ Comply with instructions and take reasonable care to ensure their own health and safety, and that of others ▪ Participate in the development of a healthy and safe workplace ▪ Immediately report to their supervisor any perceived health and safety risk, and report any injury or illness immediately where practical, including completion of incident/injury forms ▪ Not place others at risk by any act or omission ▪ Use equipment safely and in a responsible manner
Pre-employment verification	<p>Appointment may be subject to satisfactory completion of screening requirements including but not limited to:</p> <ul style="list-style-type: none"> ▪ A current Police Record Check ▪ Verification of work right in Australia ▪ Certified copies of qualifications
Self-referral	It is ECLC policy that no staff member or volunteer shall, under any circumstances, refer work to themselves, their families or other members of their firms.
Work environment	<p>Due to the current pandemic, this position may include an initial working from home arrangement.</p> <p>The physical environment requires employees to work mainly inside the office and work for extensive periods on a computer.</p> <p>Some travel may be necessary between office sites and to attend outreach locations and/or meetings. Generally, employees utilise their insured and roadworthy private vehicles with travel costs reimbursed.</p> <p>Occasional evening commitments.</p>

Acceptance

I acknowledge and accept that this position description represents the duties, responsibilities and accountabilities that are expected of me in my employment in the position. I understand that ECLC reserves the right to modify position descriptions as required, however I will be consulted when this occurs.

Employee Name:		Signature:		Date:	
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