



COMMUNICATIONS MANAGER POSITION DESCRIPTION

<p>Title: Communications Manager</p>	<p>Reports to: Executive Officer</p>
<p>Status: Flexible 4 day (30.4 hour) part-time position for a 12 months fixed term with a possibility of extension, subject to funding.</p>	<p>Salary and Entitlements: Pro rata of full time salary package of \$77,478 (salary \$70,000, superannuation \$6,300 at 9% and leave loading \$1,178).</p> <p>The Federation's tax exempt charity status allows generous additional tax benefits through salary packaging, essentially allowing part of the salary to become tax free.</p> <p>5 weeks annual leave plus paid leave between Christmas and New Year.</p>

1. About us

The Federation is the peak body for Victoria's 49 community legal centres (CLCs). The Federation leads and supports CLCs to make justice accessible for all. The Federation:

- provides information and referrals to people seeking legal assistance;
- conducts law reform and policy work to promote justice and address disadvantage;
- works to build a stronger and more effective community legal sector;
- provides services and support to CLCs; and
- represents CLC interests to stakeholders.

Over the past two decades, the Federation has played a key role in improving the justice system and defending the rights of disadvantaged Victorians, particularly in the areas of family violence, sexual assault, human rights, police issues, prison issues and coronial inquests.

The Federation is an incorporated association with a seven-member Management Committee drawn from its member CLCs. The Federation currently employs ten staff. The Federation regularly works in partnership with government, legal aid, the private legal profession and community partners. The Federation receives funding from Victoria Legal Aid, the Legal Services Board, membership fees and philanthropic grants and donations. For further information on what we do, see www.communitylaw.org.au

2. About this position

The Communications Manager will lead the development and implementation of a communications and media strategy to build the profile of the Federation and its members and optimise our impact in promoting access to justice.

This position will have a particular focus, approximately 15 hours per week, on supporting the work of the

Federation's Smart Justice project, which promotes evidence-based, effective and humane criminal justice policies: www.smartjustice.org.au. Approximately 8 hours per week will be assisting with coordination and media liaison for a national access to justice campaign which will be launched in around April 2012 and which will be supported by an external communications agency. The remaining time will be on other Federation communication priorities.

This is a new position within the organisation which will work closely with the Federation's Executive Officer, Administrator and the Policy Officer with responsibility for the Smart Justice project.

2. Duties

Communications Strategy

- Develop and implement a communications and media strategy for the organisation
- Assist with the development of campaign and policy strategies
- Conduct a review of existing communications and implement changes to maximise impact
- Advise and train relevant staff on communications and media engagement and effectiveness
- Coordinate a publications calendar
- Implement systems for evaluating the effectiveness of communication activities

Media

- Act as contact for, and coordinate, media inquiries. This may involve telephone calls out of hours, including early morning and evening calls and/or weekend calls
- Advise on, write and edit media releases, opinion articles and other articles and pitch these materials to appropriate media, including by proactively identifying opportunities
- Cultivate relationships with journalists, including TV, radio, print media and online journalists
- Develop and maintain a database and email distribution lists of relevant media contacts
- Act as Federation media spokesperson from time to time

Online communications

- Maintain, update and enhance the Federation's website and the Smart Justice website, including generating and sourcing content
- Further develop and implement social media activities

Publications

- Coordinate content, editing, publication and distribution of stakeholder publications, such as the quarterly Community Law News, Smart Justice newsletter and the Federation Annual Report
- Assist in preparing other publications, such as factsheets, reports and submissions, for example by providing editing support and strategic advice

Public relations and events

- Work cooperatively with stakeholders, such as community organisations, private law firms, government and other regulators
- Together with other staff, coordinate seminars, events and launches
- Maintain a database and email distribution lists of the Federations's stakeholders and supporters
- Assist with funding strategies

Other

- Undertake administrative tasks as required in a small team
- Supervise volunteers and interns as required
- Perform other duties as directed and necessary to the proper performance of the role

4. Key selection criteria

Qualifications

- Relevant tertiary qualification and/or equivalent demonstrated experience

Experience

- Experience in public relations, communications, campaigning, media advocacy or journalism
- Experience in social justice, human rights or legal issues desirable

Knowledge and skills

- Strong interpersonal skills and an ability to build relationships with a wide range of stakeholders
- Strong writing, editing and oral communication skills
- Excellent organisational skills
- Ability to work with a high degree of autonomy and limited supervision
- Ability to work collaboratively in a team environment
- Commitment to social justice
- Design and publication skills desirable

5. Location, travel and work outside office hours

The position will be based at the Federation's office in Melbourne. Some travel will be required (eg: to attend meetings). Reasonable travel expenses are reimbursed. Occasional work outside normal office hours may be required.

6. Applications

Applications should include a covering letter, a document addressing the key selection criteria and a resume. Short-listed applicants will be asked to provide details of at least two referees. Applications via email are preferred. Applications should be addressed to:

Hugh de Kretser, Executive Officer
Federation of Community Legal Centres (Vic) Inc
Level 3, 225 Bourke Street, Melbourne 3000
E:executiveofficer@fclc.org.au

7. Application closing date

Wednesday 22 February 2012

8. Enquiries

Hugh de Kretser, Executive Officer, T 9652 1500 E executiveofficer@fclc.org.au