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| Position title | Communications and Media Lead |
| Group | Strategy |
| Employment status | Full-time, Ongoing |
| Salary Range | As per SCHCADS Award |
| Position reports to | Manager, Policy and Advocacy |
| Location | Collingwood |
| Delegation | There are direct reports and financial delegation associated with this role. |

Organisation environment

Djirra¹ is an Aboriginal Community Controlled Organisation with over 20 years’ experience accompanying Aboriginal and Torres Strait Islander women, and their children, on their individual journeys. We find solutions through Aboriginal and Torres Strait Islander women sharing their stories, journeys, and experiences. Djirra celebrates women’s strength and resilience. We are committed to a future without family violence.

We deliver holistic, culturally safe, specialist family violence support, legal services and case management, alongside cultural and wellbeing workshops, and programs. Our services have state-wide reach, touching every part of Victoria to meet the needs of Aboriginal and Torres Strait Islander women. Self-determination is the foundation of everything we do.

Djirra amplifies the voices of Aboriginal and Torres Strait Islander women. We advocate for system-wide change to improve access to justice, eliminate systemic violence, and strengthen women’s resilience.

We are an active member of the National Family Violence Prevention and Legal Services Forum, the peak body for Aboriginal and Torres Strait Islander people who are experiencing or at risk of family violence.

Role purpose

Reporting to the Manager, Policy and Advocacy, the Communications and Media Lead is responsible for managing, developing and delivering creative communications and content solutions to support Djirra’s advocacy, strategic priorities and programs.

The Communications Lead works closely with other teams within Djirra to manage a broad range of communication services and materials, and to provide strategic advice on a range of communication activities. This includes leading and developing high level, specialised communication strategies and managing all key messaging for digital and print materials, media and campaigns, social media, marketing and events.

Key accountabilities

Communications

- Lead and collaborate internally to provide expert advice and assistance regarding communications planning and implementation.
- Develop and maintain Djirra’s communications strategy
- Manage the development of materials and publications prepared as part of integrated communications campaigns
- Provide design, grammar and style support and advice across Djirra, including brand development and guardianship to ensure consistency across the organisation.
- Provide communications support for Djirra events, donations and partnership campaigns.

Media

- Maintain and build relationships with key media stakeholders and journalists.
- Prepare reactive and proactive media releases.

¹ Djirra is the Woiwurrung word for the reed used by Wurundjeri women for basket weaving. Traditionally, when women gathered to weave, important talks took place and problems were solved. Djirra symbolises Aboriginal women today, still coming together to share stories, support each other and find solutions.



- Support CEO and other media interviews and engagements.
- Increase media visibility around key advocacy issues.

Digital Communications

- Develop detailed, strategic digital communications content plans.
- Management of Djirra’s online presence including the website, social media (Facebook, Instagram, LinkedIn, YouTube and Twitter) and e-newsletters, which includes engaging and building online audiences and reach, copywriting and editing, content creation, developing key messaging and identifying potential areas for improvement.
- Manage Djirra’s website redevelopment project

Evaluation and Monitoring

- Manage regular reviews and reporting on analytics data for key communication activities as well as maintaining an annual review of Djirra’s communications strategies and plans.

Organisation and Management

- Manage, lead and inspire direct reports
- In conjunction with Human Resources, ensure appropriate recruitment, training and performance management of staff is undertaken
- Build and maintain effective relationships within Djirra and externally with a broad range of stakeholders.
- Represent Djirra on key stakeholder committees and groups and contribute to relevant committee and governance processes.
- Ability to work flexibly across Djirra, performing other tasks and contributing to other projects as required.

Key selection criteria

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| Professional / Functional Skills | <ul style="list-style-type: none"> • Demonstrated extensive knowledge and understanding of the Victorian Aboriginal community, particularly in relation to the impact of family violence on Aboriginal women. • Demonstrated ability to communicate sensitively and effectively with members of the Aboriginal community. • A record of achievement in designing and delivering communications material to suit the needs of a diverse range of stakeholder groups. • Current media networks and experience in delivering proactive media campaigns. • Sound knowledge of both online and print media tools and methods to support effective communications and engagement including writing for the web, usability, accessibility and social media. • Demonstrated experience in website management using a content management system (currently Wordpress). • Demonstrated experience in providing advice and assistance to project teams and other team members, building internal capability with regards to media and communications. • Excellent written communication skills and proven ability to distil complex messaging into accessible language. |
| Competency | <ul style="list-style-type: none"> • Written Communication – Ability to produce a range of complex reports and recommendations on relevant communications issues which are evidence based and provide a sound basis for decision making. • Project Management - Consults on and develops project scopes and briefings and manages projects under limited direction, securing resources and planning and coordinating the activities of project members to effectively address issues and meet timelines. • Problem Solving - Uses specialist knowledge and expertise to address complex problems, gathering relevant information and generating and testing a range of solutions and outcomes. • Stakeholder Management - Establishes relationships with stakeholders, develops effective stakeholder-oriented responses, and assesses, develops and negotiates innovative solutions to complex issues. • Interpersonal skills - Builds strong relationships and develops an understanding of others in order to motivate them and confidently address conflict situations. |



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| | <ul style="list-style-type: none"> • Organising and Planning - Plans complex project and work programs aligned with business objectives, identifies and secures resource requirements, and anticipates and addresses barriers to achievement. • Creativity and Innovation - Designs and implements new or cutting-edge programs and processes, and develops new insights into situations, applying innovative solutions to make improvements in the work area. |
| Technical Skills | <ul style="list-style-type: none"> • PC skills, including familiarity with MS suite of tools. • Proficiency in Adobe creative suite, Canva, Mailchimp and other cloud software (desirable). • Graphic design, photography and video editing skills (desirable). |
| Qualifications | |
| <p>A relevant tertiary qualification is desirable.</p> | |
| Workplace health and safety | |
| <p>Djirra is committed to providing and maintaining the health and safety of its employees.</p> <p>This position will require the incumbent to provide reasonable and valid evidence that they have been fully vaccinated for COVID-19. We note that evidence must be derived from a record of information that was made under, or in accordance with, the Australian Immunisation Register Act 2015 (Cth).</p> <p>All staff at Djirra are expected to champion proactive and positive health and safety practices in the workplace and when working offsite by raising health, safety and wellbeing issues or concerns with managers and colleagues. Staff are required to observe all safe work procedures, rules and instructions, and take all reasonable care for their own safety and for the safety of work colleagues by always operating in a safe and appropriate manner.</p> <p>Information about these policies are contained in Djirra’s Human Resources Policy Manual.</p> | |
| We are a Child Safe Organisations | |
| <p>Djirra 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 Djirra is subject to a satisfactory Australian Criminal History Check and an <i>Employee Working With Children Check</i> (in Victoria).</p> <p>An International Police Check will also be required if you have resided continuously in an overseas country for 12 months or more in the last ten years.</p> | |
| Other important information | |
| <p>Djirra’s employees and volunteers are required to adhere to relevant policies and procedures including, but not limited, to:</p> <ul style="list-style-type: none"> • Code of Conduct Policy • Occupational Health and Safety Policy • Social Media Use Policy • Privacy Information Policy • Conflict of Interest Policy • Volunteer Policy <p>Information about these policies is contained in Djirra’s Human Resources Policy Manual.</p> <p>All Djirra workers - including employees, volunteers, contractors, and students on placement - must either:</p> <ul style="list-style-type: none"> • be fully vaccinated against COVID-19, or • hold a completed and signed Australian Immunisation Register medical exemption. <p>Djirra requires this of anyone who is working remotely or virtually with or for Djirra, as well as those working face to face. This is to ensure we are consistently promoting, supporting, and re-enforcing the importance of vaccination for the communities Djirra works with, and for all our staff.</p> | |



We require evidence from each person we engage that they meet the requirements.

ACKNOWLEDGEMENT

I acknowledge that I have received a copy of the Position Description and have read and understand its contents.

Employee Name:

Employee Signature:

Date: / /

Manager's Name:

Manager's Signature:

Date: / /

HR CHECKLIST

- Return one copy of completed form and any attachments (e.g. current Organisation Chart) to the employee to keep.
- Place one copy of completed form and any attachments on the employee's Performance File.
- Retain original completed form and any attachments on the employee's Personnel File.

Initials: _____

Date: / /