



Position title	Digital Communications Officer
Group	Strategy
Employment status	Full or part-time, ongoing
Salary Range	As per SCHCADS Award
Position reports to	Manager, Policy and Advocacy
Location	Collingwood
Delegation	There are no direct reports or 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 in the Policy and Advocacy Team, the role is responsible for the management and governance of Djirra's social media channels, website, e-newsletter and other digital channels,.

In collaboration with the Communications and Media Officer and the Communications and Engagement Coordinator, you will be required to monitor, plan, build and publish articles, posts and newsletters for multiple audiences.

Key accountabilities

Digital Communications

- Develop detailed, strategic digital communications content plans.
- In collaboration with the Communications and Engagement Coordinator, coordinate 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.
- Provide digital communications support for Djirra events, donations and partnership campaigns.
- Develop and deliver digital fundraising and marketing campaigns.
- Moderation of Djirra's social media channels, working closely with subject matter experts.
- Contribute to planning and implementation activities to develop and improve digital channels.
- Develop and maintain Djirra's digital marketing including Google Ad Grant, Google Adwords and Facebook Ads.
- Ensure consistent branding and messaging across Djirra's digital channels and assets.
- Maintenance of Djirra's Social Media Policy

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.



- Manage Djirra’s website redevelopment project.

Evaluation and Monitoring

- Monitor and evaluate Djirra’s digital communications activities.
- Conduct regular reviews and reporting on analytics data for key digital communication activities and channels.
- Contributing to the annual review of Djirra’s communications strategies and plans.

Organisation

- Build and maintain effective relationships within Djirra and externally with a broad range of stakeholders.
- Contribute to the communications, policy and advocacy activities of the organisation as required.
- Other responsibilities as may be required.

Key selection criteria

Professional / Functional Skills

- 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.
- Demonstrated experience in digital content creation including high-quality writing and editing skills and experience preparing a variety materials for publication on a range of channels (website and social media, news and editorial, and newsletters), ensuring consistency and clear, concise, grammatically correct language as well as an ability to identify gaps in information and undertake research and analysis.
- Demonstrated experience in website management using a content management system (currently Wordpress).
- In-depth understanding of, and proven experience using Facebook Ads, Google Analytics and AdWords and SEO.
- Demonstrated knowledge of digital and social media platforms and best practice approaches in professional environments including experience in website and social media publishing and listening tools, developing content management and approval processes and basic photo and video editing.
- Strong project management skills with the ability to prioritise work and to work under pressure to meet tight deadlines.
- Excellent written and verbal communication skills and proven ability to distil complex messaging into accessible language.

Competency

- **Written Communication** - Produce a range of complex technical reports and recommendations on relevant issues which are evidence based and provide a sound basis for decision making.
- **Project Management** - Consults on and develops project scopes and brief’s 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.
- **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

- PC skills, including familiarity with MS suite of tools.
- Experience in the following online platforms would be highly regarded:
 - Wordpress or other website CMS.
 - Mailchimp.
 - Hootsuite, Plannable or similar social managing software.
- Experience with digital marketing platforms including Google Adwords, Google Ad Grant and Facebook Ads (desirable).
- Proficiency in Adobe creative suite and/or Canva (desirable).
- Graphic design, photography and video editing skills (desirable).

Qualifications

- A Working with Children Check Card
- A Police Check
- A relevant tertiary qualification or equivalent experience is desirable.

Workplace health and safety

Djirra is committed to providing and maintaining the health and safety of its employees.

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. Staff are encouraged to undertake related training e.g. – First Aid training, Fire Warden, etc.

Information about these policies is contained in Djirra's Human Resources Policy Manual.

We are a Child Safe Organisations

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 *Employee Working with Children Check* (in Victoria).

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.

Other important information

Djirra's employees and volunteers are required to adhere to relevant policies and procedures including, but not limited, to:

- Code of Conduct Policy
- Occupational Health and Safety Policy
- Social Media Use Policy
- Privacy Information Policy
- Conflict of Interest Policy
- Volunteer Policy

Information about these policies is contained in Djirra's Human Resources Policy Manual.

All Djirra workers - including employees, volunteers, contractors, and students on placement - must either:

- be fully vaccinated against COVID-19, or
- hold a completed and signed Australian Immunisation Register medical exemption.



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.

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: / /