



Position title	Head of Strategic Communications
Group	Strategy
Employment status	Full time, ongoing
Salary Range	As per the SCHCADS Award
Position reports to	Director, Strategy
Location	Collingwood or another Djirra office
Delegation	There are 2 direct reports

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 Director, Strategy and working closely with the Office of the CEO, your primary objective is to develop and execute the entire strategic communications strategy which will include external communications (80%) and internal communications (20%). This is a strategic and hand-on opportunity.

You will manage the annual communications calendar and develop and oversee implementation of communications plans and content to ensure key messages are developed across both external and internal audiences. A key focus is external communications and you will source, write and publish positive stories in a variety of channels including social media and the website, as well pitching to the media to secure for this purpose-driven brand support for its key priorities set out in the Strategic Plan 2023- 2028.

Key accountabilities

- Strategic communication planning, development and maintenance of a consistent brand identity and management of internal and external communications strategies.
- Work closely with the CEO and strategic advisor on social media content, incorporating these channels into an integrated and strategic communications strategy.





- Oversee content management, including speeches, press releases, articles, social media posts, and other materials.
- Assist the CEO, as primary spokesperson for the organisation, including preparing and coaching the CEO and other executives and team members as required for media interactions, interviews, public speaking engagements, and other communication opportunities.
- Develop and nurture relationships with internal and external stakeholders.
- Foster a culture of transparency, collaboration, and employee engagement through effective communication.
- Management of the communications budget.
- Lead a small team of communications professionals, fostering a positive work environment that encourages teamwork, creativity, and growth.

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 and more widely to build effective relationships with diverse internal and external stakeholders.
- Extensive experience providing communications advice on a wide range of complex policy, public affairs, parliamentary and/or political matters gained in a media organisation or within the Office of a minister, public service or other high profile, for-purpose organisations.
- Extensive experience in the processes of planning, organising, and implementing communication strategies, events and announcements for a minister, senior public service, non-government, or private sector executive.
- Ability to manage and prioritise complex projects under tight deadlines, while exercising a high level of analytical and problem-solving skills in a fast-paced environment.
- Demonstrated ability to exercise high-level judgement, professional integrity, discretion, and maintain strict confidentiality.
- Experience in rapidly absorbing complex material to develop clear and concise communications, announcements, speeches, briefings or correspondence for broad and diverse audiences.

Competency

- **Resource management:** Can exercise high level managerial responsibility for Djirra. This includes in respect of managing and developing people and managing budgets consistent with Djirra policies and procedures.
- **Strategic analysis and planning:** skilled at identifying and assessing current and future options and the development of effective multi-channel communications strategies.
- **Initiative:** can initiate and formulate extensive projects which impact on Djirra's goals and objectives and confident in exercising significant independence of action within the constraints of organisational policy. This includes confidence with decision-making that demands initiative and the ability to formulate, implement, monitor and evaluate projects and programs.
- **Specialist communications:** can provide specialised and strategic communications advice on policy matters and has a high level of proficiency in devising and applying appropriate technical solutions to new problems and opportunities.
- **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.



Sharing stories, finding solutions



	<ul style="list-style-type: none"> • 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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Technical Skills	<ul style="list-style-type: none"> • PC skills, including familiarity with MS suite of tools. • Technical proficiency in the application of multi-channel communications methods. • Proficiency in Adobe creative suite, Canva, Mailchimp and other cloud software (desirable).
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Qualifications

- A Working with Children Check Card
- A National Police Check
- A relevant tertiary qualification in Journalism, Communications or Public Relations, ideally at Masters level.

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 employees, volunteers and students on placement - must either:

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

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: / /



Sharing stories, finding solutions