



A program of Advocacy & Rights Centre Ltd (trading as ARC Justice)  
ABN 23 082 541 240, 171 Hargreaves Street, Bendigo, 3550

**POSITION:** Communications Officer

**REPORTS TO:** Strategy & Impact Manager

**DIRECT REPORTS:** No direct reports. The successful candidate may supervise volunteers and contractors on occasion.

**SALARY:** Terms and conditions of employment are based on the Community Legal Centres Multi-Business Agreement, with salary at SCHADS level 4 to 5, based on qualifications, skills and experience. The benefits of tax-effective salary packaging (up to \$30,000 grossed-up per FBT Year) plus access to Accommodation and Meal Entertainment packaging. An additional 3 days ex gratia leave between Christmas and New Year's Day is also provided. Employer funded superannuation is paid in accordance with the Superannuation Guarantee (Administration) Act 1992, and is in addition to the gross salary offered.

**HOURS:** 22.8 to 30.4 hours per week (part time) 7.6 hours per day, 0.6 to 0.8 EFT pro rata negotiable. Flexible work arrangements are available. Overtime is not payable but flexi-time is available within ARC Justice policy guidelines.

**LOCATION:** ARC Justice is located at 171 Hargreaves St, Bendigo. This position will also provide support to the Goulburn Valley Community Legal Centre (a program of ARC Justice), which will require travel to Shepparton at minimum once a fortnight. A fleet vehicle is available for this purpose.

**COMMENCEMENT DATE:** May 2019

**HOW TO APPLY:** Applications need to include the following documents:

- 1) Resume
- 2) Cover letter including response to the key selection criteria (not exceeding two pages)
- 3) An example of the candidate's writing (e.g. a press release, newsletter, article, annual report or other example).

Please note that applications that do not address the key selection criteria will not be considered for interview. Please address applications to Ms Mim Dineen, Corporate Services Manager, ARC Justice and send via email to [recruitment@arcjustice.org.au](mailto:recruitment@arcjustice.org.au) Equal opportunity principals will be applied and people from diverse backgrounds are encouraged to apply.

Applications close at **9.00 am, Monday 29<sup>th</sup> April 2019**. Enquiries about the position can be directed to Mim Dineen on [\(03\) 5445 0909](tel:0354450909) or via [recruitment@arcjustice.org.au](mailto:recruitment@arcjustice.org.au)

## OVERVIEW

### Organisational Overview

ARC Justice is an independent, not-for-profit, human rights organisation that incorporates the Loddon Campaspe Community Legal Centre, the Goulburn Valley Community Legal Centre and Housing Justice.

Our programs deliver accessible legal services, tenancy advice and support to those in our community in the greatest need. We deliver community education and advocate for systematic change that enhances the rights of rural and regional Victorians. We recognise that housing and legal issues do not occur in isolation and we work with local partners to ensure a whole-of-person approach to our work.

#### *Vision*

An inclusive community built on a foundation of human rights and equality before the law.

#### *Purpose*

We promote equality before the law for people in rural and regional Victoria by: providing legal, advocacy and support services; elevating justice as an issue in public discourse; and advocating for systemic change that upholds human rights.

#### *Principles that underpin our work*

- **Community:** We serve, build capacity and are accountable to the community to which we belong.
- **Learning:** We are inquisitive and receptive to new ideas, use evidence-based practice and share our knowledge to achieve the greatest impact for our communities. We learn from both our successes and mistakes.
- **Partnership:** We believe partnership and collaboration with individuals, communities and organisations is the only way to create meaningful and sustainable change.
- **People:** We are committed to ethical and sustainable practice that values our people in achieving our purpose.
- **Recognition of First Peoples:** We celebrate the strength, culture and contribution of our First Peoples. We recognise the systemic injustices brought against them, and work in partnership with local Aboriginal communities to bring justice.
- **Respect:** In all of our work, we show respect. We value diversity and acknowledge differences, knowing these strengthen our community.

## POSITION OBJECTIVE

With a focus on stakeholder engagement, fundraising, advocacy, marketing and events, the Communications Officer will support ARC Justice to promote and highlight the impact of its programs and achieve its strategic goals.

The position will be responsible for developing and implementing ARC Justice's Communications Plan and will manage website development and social media accounts for ARC Justice's three programs: Loddon Campaspe Community Legal Centre, Goulburn Valley Community Legal Centre and Housing Justice.

The position will also be responsible for producing communications products, donor engagement tools and coordinating public events. The position will also support building capacity within the organisation for effective media engagement to raise the profile of ARC Justice and deliver key advocacy messages to target audiences.

The successful candidate will be a collaborative team member with exceptional communication skills and the ability to turn complex issues and information into simple, compelling stories with the power to shape ideas and opinions.

## KEY RESPONSIBILITIES

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<b>Media &amp; Communications</b>	<ul style="list-style-type: none"><li>• Work closely with the Strategy &amp; Impact Manager to develop a Communications Plan for ARC Justice.</li><li>• Lead the implementation of communication and media activities to deliver key messages to target audiences and promote ARC Justice’s strategic vision and goals.</li><li>• Work closely the Leadership Team to draw from their extensive experience and content knowledge to develop targeted messaging and effective communication products.</li><li>• Alongside the Leadership Team, provide media comment on key policy changes and areas of advocacy, and build staff capacity for effective media engagement.</li><li>• Lead the re-development and maintenance of ARC Justice’s websites and ensure smart use of social media platforms to increase visibility, traffic and engagement.</li><li>• Develop donor engagement tools and other communications products to support fundraising activities.</li><li>• Build a volunteer team to support ARC Justice’s communications and fundraising activities.</li></ul>
<b>Marketing &amp; Events</b>	<ul style="list-style-type: none"><li>• Work with the Leadership Team and Executive Officer to provide input into branding strategies to build the organisation’s profile.</li><li>• Advise and support staff to develop effective strategies to promote ARC Justice’s programs and services in the community.</li><li>• Coordinate the development of promotional materials and strategic resources to enhance understanding of ARC Justice’s strategies, objectives and achievements, including ARC Justice’s Annual Report.</li><li>• Coordinate key community engagement and promotional events, ensuring appropriate event planning, resourcing, budgeting, promotion and evaluation.</li></ul>

## KEY SELECTION CRITERIA

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### Essential (Skills, knowledge, experience)

1. Significant experience in communications within the community or not-for-profit sector, including the development and implementation of strategic marketing and communications plans.
2. Experience developing and implementing successful, high quality communications content, including an in-depth knowledge of social media platforms, databases, campaign emails, media statements and other online tools.
3. Exceptional written and verbal communication skills, including experience and confidence in providing media comment.
4. Experience working collaboratively across teams and with content specialists to develop advocacy messages and fundraising proposals.
5. A commitment to our organisation’s principles and working towards our vision of an inclusive community built on a foundation of human rights and equality before the law.

### Desirable (Skills, knowledge, experience, qualification and/or training)

1. Understanding of the social and economic issues that impact on community legal and housing services.

### Prerequisites

1. Unrestricted Victorian driver’s license
2. Clear Police record check (concerning offences of dishonesty and personal safety)