



Public Relations and Communications Coordinator

The Opportunity

Mallee Sexual Assault Unit - Mallee Domestic Violence Services is seeking a suitable candidate to fill the newly created role of Public Relations and Communications Coordinator.

Operating within the Office of the CEO, this exciting new role will coordinate implementation of the organisations Corporate Communications Strategy and adoption of a new name and brand identify for the organisation.

About the Role

You will be working closely with the executive leadership team to develop and execute multiple communications strategies including our public relation, advocacy and marketing campaigns.

You will roll out our Corporate Communications Strategy to ensure smooth, efficient and effect systems and processes are in place for our internal and external communications and increase our visibility and reputation by managing the brand image and marketing materials.

Key responsibilities

- Work with the CEO and Executive Leadership Team to implement the Corporate Communications Strategy and transition to the new Brand Strategy
- Maintain pro-active media relationships and positive organisational presence across media outlets.
- Coordinate pro-active marketing, community awareness and advocacy campaigns that support achievement of strategic objectives and growth strategy priorities.
- Develop and manage communication materials for internal and external audiences, and distribution through print, audio-visual and digital media
- Coordinate development of the organisations Client Experience Framework
- Work with the Executive Leadership Team to design and deliver engaging and effective internal staff communication
- Monitor and evaluate the reach and impact of public relations and communications activity to inform ongoing development and adaptation

About you

You will bring your experience in public relations and media relations roles and have a strong understanding of contemporary practice in corporate branding, marketing and public relations in the not-for-profit sector.

You are experienced in developing and executing communications strategies across multiple channels and platforms including print, web, email and social media.

Your specialist expertise and experience should include:

- Qualifications in Public Relations, Journalism or similar.
- Astute observational and analytical skills to identify opportunities to advance and protect organisational reputation.
- Excellent written and verbal communication skills to convey compelling messages to diverse audiences.
- Proficient with Microsoft Office Suite and other relevant software.
- Excellent interpersonal skills, with a proven track record in building relationships with key stakeholders, staff, media and members of the public.
- Strong organisational and time management skills and ability to prioritise tasks effectively.
- Social media analytics and return on marketing investment expertise.

About us

Mallee Sexual Assault Unit - Mallee Domestic Violence Services is a specialist service providing trauma informed support to individuals and families impacted by sexual assault and family violence across the Mallee region of Victoria.

MSAU-MDVS is committed to a work environment and culture that is collaborative, provides work-life flexibility and encourages opportunities for growth and development. We take pride in providing a supportive workplace with great career opportunities for our employees.

Why join us

- Make your mark in establishing this new and impactful role
- Contribute to the prevention of sexual and family violence and service improvement informed by lived experience
- Competitive Salary starting at \$119,871 per annum
- Generous Salary Packaging including to maximise your take home pay.
- Professional development and training opportunities.
- Employee Assistance and Wellbeing Programs.
- A passionate and supportive team environment.
- Equal Opportunity and Rainbow Tick Accredited employer

How to Apply

All applicants must have the right to work in Australia, be willing and able to obtain a Working with Children Check for both VIC & NSW, a National Police Check and hold a current Driver's Licence.

For enquiries, please **contact Leigh Rhode**, Chief Executive Officer at MSAU-MDVS on 0475 039 648 **or via email careers@msau-mdvs.org.au**.

All applications are to address the Key Selection Criteria as detailed in the Position Description on our website **<https://msau-mdvs.org.au/employment>**.

Applications close at 12.00 midday on Wednesday 18th March 2026