



Mallee Sexual Assault Unit – Mallee Domestic Violence Services

POSITION DESCRIPTION – Public Relations and Communications Coordinator

<p>Our Values:</p>	<p>Our values reflect the way we interact, connect and work with clients, partner agencies and with one another.</p> <ul style="list-style-type: none"> - We put your safety and wellbeing at the centre of everything we do. - We respect the dignity and autonomy of each person. - We are trustworthy, ethical and transparent. - We advocate and act with courage to address inequity and shape a better future. - We communicate and collaborate to achieve shared goals. - We learn, innovate and embrace change to achieve outcomes that matter.
<p>Our vision:</p>	<p>Futures free from sexual and family violence.</p>
<p>About us:</p>	<p>Mallee Sexual Assault Unit (MSAU) and Mallee Domestic Violence Service (MDVS) is a not-for-profit community organisation that provides family, domestic and sexual violence services and advocacy to support everyone in the Mallee region to be safe. Funded primarily by the Victorian Department of Families, Fairness and Housing, MSAU-MDVS delivers a range of programs focused on prevention, safety, connection and healing. Services include crisis care, counselling services, advocacy, community education, outreach support, information and referral. MSAU-MDVS is committed to:</p> <ul style="list-style-type: none"> • Ensuring victim survivors of sexual assault or family violence are safe and those who use violence are held accountable. • Welcoming and supporting people of all backgrounds, ethnicities, cultures, ages, gender identities, sexual orientations, and abilities. • Recognising children as victim survivors of family violence in their own right and being a child safe organisation • Providing seamless integration of care between providers to ensure best possible outcomes and experience for clients • Providing specialist care that is trauma informed, strengths based, and evidence informed <p>In the Northern Mallee region, centre-based sexual assault and family violence services are provided in Mildura (24-hour response). Services are also provided flexibly and on-demand in Robinvale, Ouyen, Mallee Track, Dareton, and Wentworth.</p> <p>In the Southern Mallee, centre-based sexual assault and family violence services are provided in Swan Hill (24-hour response). Services are also provided flexibly and on-demand in Kerang, Cohuna, Sea Lake, Wycheproof, Balranald, and other towns throughout the Buloke and Gannawarra Shire.</p>



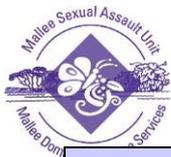
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Position Title	Public Relations and Communications Coordinator
Position number	
Department	Office of the CEO
Classification and Award	Social, Community, Home Care and Disability Services Award 2010 – Level 7
Salary range	\$119,093.52 - \$124,073.04 per annum
Location	Mildura or Swan Hill
Employment status	Full time - Ongoing
Hours per week	38 hrs per week <i>with an option to work</i> 40 hrs per week with an RDO once every 4 weeks
Reporting Manager	Leigh Rhode – Chief Executive Officer
Other Key Relationships	Executive Managers, Regional Services Manager – Southern Mallee
Position Objectives	<p>The Public Relations and Communications Coordinator role has been introduced at a pivotal time in the organisation’s development with a project currently underway with Porter Novelli (a corporate communications agency) to design and introduce:</p> <ul style="list-style-type: none"> • A corporate communications strategy • A new name and brand <p>Reporting to the CEO, the Public Relations and Communications Coordinator will work closely with the executive leadership team to:</p> <ul style="list-style-type: none"> • Develop and execute multiple communications strategies including public relations, advocacy and marketing campaigns to support organisational goals. • Ensure smooth, efficient, and effective systems and processes for internal and external communications in keeping with the organisations Corporate Communications Strategy. • Increase the organisations visibility and reputation by managing the brand image and marketing materials • Maintain strong and effective collaborative partnerships and public presence across the region. • Promote the voice of lived experience in all aspects of the service
Key responsibilities	
1. Corporate Communications Strategy	<p>Work with the CEO and Executive Leadership Team to:</p> <ul style="list-style-type: none"> • Implement the Corporate Communications Strategy and transition to the new Brand Strategy, working closely with external communication advisors to ensure effective delivery across all channels.



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	<ul style="list-style-type: none"> • Identify and develop submissions and proposals that support the organisations Growth Strategy • Maintain a dynamic stakeholder engagement strategy and CRM register • Identify and invest in collaborative partnerships that support achievement of strategic priorities. • Coordinate an annual series of Community Conversations that engage individuals and communities in sexual assault and family violence awareness and prevention initiatives. • Coordinate and maintain the agency representation profile ensuring consistent and appropriate Senior Leadership engagement, presence and participation in Local, Regional and Statewide forums and networks.
<p>2. Media Relations</p>	<ul style="list-style-type: none"> • Build and maintain relationships with journalists, media outlets and local public relations networks • Coordinate and manage media interviews and press conferences and special events. • Monitor and coordinate responses to media inquiries • Create and distribute media releases, articles, feature stories and other materials to support pro-active marketing and awareness campaigns.
<p>3. Timely and Relevant Digital Media</p>	<ul style="list-style-type: none"> • Create and manage social media accounts and content authorisation processes. • Create engaging and purposeful content • Ensure consistency in branding and use of the organisation’s logo • Monitor use and sentiment of MSAU-MDVS social media platforms • Coordinate production of content for the new MSAU-MDVS website in consultation with Porter Novelli • Establish and manage processes for maintaining an impactful MSAU-MDVS web presence
<p>4. Communication Materials</p>	<ul style="list-style-type: none"> • Create content that aligns with the organisations purpose and values and communicates the organisation's work with clarity, integrity, and impact. • Apply health literacy principles to content production and presentation • Develop and manage hard and soft copy communication materials for internal and external audiences, including preparation, design, publication and release of annual reports and other significant publications for public release. • Maintain a register of approved consumer publications and a stock control system for supply and/or recall of printed material • Maintain a style guide and glossary of accepted terminology, abbreviations and references to guide staff in production of written materials. • Develop and coordinate a process for client participation in development and or review and approval of client information publications.
<p>5. Client and Community Feedback</p>	<ul style="list-style-type: none"> • Lead development and implementation of an organisation wide Client Experience Framework, drawing on sector experience and current lived experience knowledge and expertise. • Work with the Data and Insights Coordinator and Senior Leadership Team to implementing the Client Experience Framework. This includes coordination of:-



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	<ul style="list-style-type: none"> • Collection and collation of client feedback through client experience surveys; compliments and complaints; focus groups and other feedback mechanisms. • Analysis and use of client feedback to inform quality improvement priorities and evaluate outcomes of improvement activity. • Provision of feedback to clients and the community on use of client experience is used to improve service delivery and outcomes.
6. Internal communications	<ul style="list-style-type: none"> • Coordinate and produce a regular staff e-newsletter • Coordinate annual staff recognition and awards events • Work with People and Culture team in regard to workforce attraction strategies and recruitment advertising.
7. Community Awareness and Advocacy Campaigns	<ul style="list-style-type: none"> • Maintain and promote a calendar of significant days and campaigns relevant to sexual assault and family violence • Work with the executive leadership team to prepare position statements and policy submissions on key advocacy issues and priorities • Maintain awareness of current state and national news and policy issues and liaise with industry peak bodies to maximise positive impact for the Mallee of any statewide campaigns. • In consultation with the CEO, develop media holding statements and talking points in preparation for reactive media response to controversial public policy issues or topics.
8. Monitoring and evaluating Impact	<ul style="list-style-type: none"> • Monitor the reach and impact of media and public relations activity • Prepare reports on public relations efforts and outcomes • Track and measure effectiveness of public relations activities to inform continuous improvement and adaptation



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<p>Key Selection Criteria</p>	<p>Qualifications: Tertiary qualifications in public relations, journalism or similar.</p> <p>Essential Attributes:</p> <ul style="list-style-type: none"> • Experience in public relations, media and communications roles, ideally in the not-for-profit sector • Astute observational and analytical skills to identify opportunities to advance and protect organisational reputation and strategic objectives. • Excellent written and verbal communication skills to convey compelling messages to diverse audiences. • Demonstrated success in developing and executing communications strategies across multiple channels and platforms including print, web, email and social media. • Strong understanding of contemporary practice in corporate branding, marketing and public relations • 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 <p>Desirable Attributes:</p> <ul style="list-style-type: none"> • Experience in developing systems and processes for sensitive collection, analysis and use of client experience measures • Awareness and understanding of research and advocacy priorities in the family violence and sexual assault service sector • Understanding of the family and sexual violence service system and policy direction.
<p>Pre-employment checks</p>	<p>All appointments require:</p> <ul style="list-style-type: none"> • Reference checks • National Police records checks (Applicants who have lived overseas in one country for 12 months or longer in the last ten years must provide international police check from the relevant overseas police agency. Applicants can obtain a check through an organisation providing international police checks via an internet search) • Employment history check (including misconduct or disciplinary action disclosure) • Working with Children Check both for Victoria and New South Wales • Current Driver's Licence • Evidence of the Right to Work in Australia
<p>Cultural safety in the workplace</p>	<p>MSAU-MDVS recognises the important and unique contribution Aboriginal and Torres Strait Islander employees make by bringing their unique skills, knowledge, and experience to the workplace. They also contribute important insight into how MSAU-MDVS can provide for and engage with Indigenous clients and communities more effectively.</p>



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	MSAU-MDVS also recognises and supports the role of all staff in providing a culturally safe work environment and ensuring culturally safe professional practice.
Conditions of Employment	<ul style="list-style-type: none">• Salary and conditions are in accordance the SCHADS AWARD 2010.• Salary packaging and Remote Housing incentive is offered with this position.• 38 hours per week with an option to work 40 hours per week with a RDO once every 4 weeks.• All offers of employment are subject to a satisfactory Criminal Check, Working-With-Childrens Check NSW & VIC, current driver's license.• All offers of employment with Mallee Sexual Assault Unit, Mallee Domestic Violence Services are subject to a six-month probationary period.• All staff members will participate in an annual performance review.• Pre-existing Injury disclosure prior to employment will be required for all existing medical, health and physical injuries/conditions.

Acceptance of Position Description requirements

To be signed upon appointment

Employee

Name: _____

Signature: _____

Date: _____