

Communications Lead

Innovation and Engagement

Communications Lead, Innovation and Engagement

An exciting opportunity has arisen to join one of Australia's most successful public interest and social justice organisations. In the face of rising levels of unmet legal need, Justice Connect designs and delivers high impact interventions to increase access to legal support and progress social justice.

We are committed to taking an impact-focused approach, applying research and design principles to develop our products and services to ensure they make a tangible difference for our clients and sector peers.

We deliver services that assist both people and community organisations. Those we assist often struggle to navigate the law, are unable to use the law in their daily lives and experience the impacts of harsh and unjust laws. We aim to prevent and to solve legal problems so that we can prevent the negative impacts on people's lives and organisations and empower the community to use the law as a force for good.

Given the scale of the challenges we address, we use digital innovation to extend our reach and impact, supporting us to be more efficient and accessible, while helping us capture and use data to better understand legal need and underlying systemic issues.

We harness the extraordinary pro bono contributions of over 50 member firms and the barristers we work with across the country. We channel pro bono effort through our innovative service models to ensure that pro bono hours deliver real impact for the community.

We develop strategic interventions to help address the system-level drivers of legal problems and barriers people face when engaging with the legal system. By addressing root causes of flawed or unfair laws and poorly designed systems, we prevent the long-term challenges that people and organisations continue to face.

Our creative and passionate staff drive us forward with a commitment to evaluation and iteration that ensures our impact increases year on year.

The Communications Lead role will work as part of Justice Connect's acclaimed Innovation and Engagement team, comprised of the Innovation team and the Engagement team. The Engagement team executes impact and data driven strategic communications and fundraising projects.

We undertake some of the most cutting edge work at the intersection of justice and technology, the multidisciplinary Innovation and Engagement team works on a range of projects that aim to scale Justice Connect's reach and impact and improve the experience of people seeking legal help and of the lawyers that help them.

We know our team and our organisation is stronger with a diversity of backgrounds and experience, including lived experience of the issues we work on. Aboriginal and Torres Strait Islander people, people of colour, people from culturally and linguistically diverse and refugee backgrounds, people with diverse religious beliefs, gender diverse people, LGBTIQ+ people and people living with a disability are strongly encouraged to apply.



Applications close 5:00 pm, Friday 19 February 2021.



Position description

Position title	Communications Lead
Position reports to	Communications and Engagement Manager
Position Works in Close Collaboration with	Engagement and Communications team, Head of Innovation and Engagement, CEO, Organisational Leadership Team (OLT), team leads and managers
Employment status	1 year fixed-term (possibility of extension)
Hours	30 – 37.5 hours per week (0.8 FTE – 1.0 FTE)
Salary	Pro rata of \$77,753.99 per annum plus 9.5% superannuation, generous annual leave loading and salary packaging options.
Location	Level 17, 461 Bourke Street, Melbourne VIC 3000 (preferred) Level 5, 175 Liverpool Street, Sydney NSW 2000 (considered) (remote during COVID-19 pandemic)
Closing date	5:00pm, Friday 19 February 2021
For further information	Contact Roj Amedi, Communications and Engagement Manager, Innovation and Engagement on roj.amedi@justiceconnect.org.au or (03) 8636 4476

Role purpose

This role will make a critical contribution to Justice Connect's high impact interventions that increase access to legal support and progress social justice in Australia.

Work alongside a team of leaders in access to justice and advocacy to change the experience of legal problems in Australia for good. The Communication Leads will lead on developing meaningful communications opportunities to deepen and widen support for Justice Connect and its mission to increase access to justice.

You're creative and will thrive in a collaborative environment where you can bring your expertise in communicating and influencing to complement the subject matter experts at Justice Connect.

The Communications Lead will deliver compelling brand, voice, and presence, and reach the right audience with the right message. With a sharp eye for detail, you'll produce stories and content about Justice Connect's work across multiple channels using a range of mediums.

Key responsibilities

DIGITAL COMMUNICATIONS AND CAMPAIGNS

- Contribute to the development and implementation of Justice Connect's social media strategy, including management, reporting and analytics.
- Produce, monitor and report on high-ROI digital marketing campaigns.
- Plan and execute multi-channel communications plans alongside multiple teams and programs.



DESIGN AND STORYTELLING

- Write copy for a range of purposes and stakeholders including legal resources, blog posts, client stories, branded content and marketing emails.
- Create effective communication collateral with consideration to best-practice design, accessibility, presentation, distribution and channel.
- Sensitively interview Justice Connect's clients and stakeholders and produce compelling narratives for both print and digital focused on people's lived experience.
- Work alongside programs and teams to refine their communications work and create effective and visually appealing content for internal and external use, for both print and digital.
- Create visual assets to support clear and accessible communication (e.g. diagrams, infographics, videos, illustrations).

MEDIA

- Proactively monitor media for advocacy and engagement opportunities, including using moments to promote Justice Connect's resources, tools, services and policy positions.
- Build relationships with media.
- Prepare and distribute media alerts and pitch stories to media.

GENERAL

- Contribute to updating Justice Connect's stakeholder database.
- Liaise with external consultants and contractors and/or supervise the work of volunteers assisting with any of the above.
- Contribute to Justice Connect's Reconciliation Action Plan activities.
- Perform other duties as directed and necessary to the successful delivery of the role.

This job description outlines the current duties and responsibilities of the position. These will be reviewed on a regular basis with the position holder and are subject to change according to the needs and priorities of Justice Connect.



Selection criteria

Qualifications	<ul style="list-style-type: none"> • Tertiary qualifications in media, communications, journalism, PR, IR or similar
Experience	<ul style="list-style-type: none"> • Experience in professional communications or campaign roles (essential) • Experience creating, implementing and evaluating strategic communications and engagement plans (essential) • Experience in creating compelling copy for a range of contexts and audiences (essential) • Experience working in or with media (essential)
Technical expertise	<ul style="list-style-type: none"> • Expertise in narrative storytelling (essential) • Expertise in campaign performance analytics (e.g. social media analytics, Google analytics) (essential) • Expertise in content management and website design and management (essential) • Expertise in producing digital content, with particular focus on audio-visual content (desirable) • Expertise in applying style guides and creating compelling visual content (desirable) • Expertise in human-centred design practice (desirable) • Expertise in relevant tech systems including CRMs, mailing systems, design suites (desirable) • Proficiency in project management including using project management platforms (desirable)
Knowledge, skills & attributes	<ul style="list-style-type: none"> • A commitment to Justice Connect's vision, strategy and values, including a commitment to social justice • A creative flair and passion for communication • Excellent interpersonal skills and the ability to successfully build and manage key relationships, including relationships with patrons, ambassadors, donors, funders and internal stakeholders including board and staff • Ability to lead and influence, and contribute positively to team and organisational approaches • Comfort navigating intra-organisational dynamics to build consensus and produce outcomes • Enthusiasm to join a dynamic, high-performance team and participate in and help shape their agile practice • Ability to perform under pressure, manage competing demands and work with leadership to define and adjust priorities • Excellent time management skills, ability to autonomously progress work and stay focussed and calm under pressure

Employee benefits

Justice Connect offers employment benefits including salary packaging (making part of your salary tax-free), flexible working arrangements, above award annual leave provisions and opportunities for professional development. Justice Connect is an organisation that strives to show leadership, operate sustainably and demonstrate our effectiveness. You will be rewarded with a workplace culture that is professional, committed, collaborative and creative and where you can make a real difference through your work.



Important information

For further information about Justice Connect and its work please visit justiceconnect.org.au and read the latest news on their Fair Matters blog justiceconnect.org.au/fairmatters

The application process is as follows:

- Applications should be addressed to **Roj Amedi, Communications and Engagement Manager, Innovation and Engagement** and should comprise a cover letter, your resume, and one page response outlining your suitability for the role with reference to the selection criteria
- Applications should be emailed to hr@justiceconnect.org.au as a **single word or PDF file** including “Communications Lead, Innovation and Engagement via Justice Connect website” in the email subject line.
- Applications close at **5:00pm, Friday 19 February 2021**.

