

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 program, comprised of the Innovation team and the Engagement team. We undertake some of the most cutting-edge work at the intersection of justice, communications 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 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 1 July 2022.



Position description

Position title	Communications Lead
Position reports to	Head of Engagement
Position Works in Close Collaboration with	Engagement and Communications team, Head of Innovation, CEO, Organisational Leadership Team (OLT), team heads and managers
Employment status	Permanent
Hours	30 – 37.5 hours per week (0.8 FTE – 1.0 FTE)
Salary	Pro rata of \$79,697.84 per annum plus 10% 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)
Closing date	5:00pm, Friday 1 July 2022 (We will be accepting applications on a rolling basis throughout this period and will close recruitment once a suitable candidate has been selected).
For further information	Contact Roj Amedi, Head of Engagement - roj.amedi@justiceconnect.org.au or (03) 8636 4476

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.

A week in the Communications Lead role

If you were here last week, you would have:

- Participated in our Strategic Engagement Program working closely with campaign leads to identify any reactive advocacy or media opportunities
- Interviewed and written a story about a client who has recently received legal help and achieved a great outcome
- Ran an integrated digital marketing campaign directing people towards one of our tools, services, or resources
- Worked closely with a community outreach consultant to develop tools and resources to engage marginalised communities in the development of one of our projects
- Oversaw all social media channels and scheduled communications according to a content strategy



- Drafted a Fair Matters blog post announcing the international roll out of one of our award winning legal technology
- Provided media coaching to one of our clients and pitched their story out to media to further one of our campaigns
- Written and built an engaging eDM in Microsoft Dynamics, and configured the most suitable audience segment
- Monitored search engine and service delivery trends to identify appropriate legal issues Justice Connect's lawyers can develop into self-help resources
- Pulled together a communications plan for an advocacy or service design project including designing graphics and drafting messaging
- Contributed to a digital fundraising campaign using organic and paid tactics

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).
- Draft and project manage Justice Connect's annual report

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, public relations, international relations 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 our Fair Matters blog justiceconnect.org.au/fairmatters

Workplace attendance requirements:

Please note we are not asking you to disclose your vaccination status to us at this time, but it is important for you to understand Justice Connect's position about workplace attendance requirements.

Justice Connect has adopted a hybrid working model which requires all staff located in VIC or NSW to work a minimum of 40% of their working month in the workplace. For you to be able to attend our offices and perform your role in other workplaces e.g. at courts or in person meetings with our partner organisations and clients, you will be required to be up to date with your COVID-19 vaccinations so that Justice Connect can meet its obligations under public health orders and workplace health and safety legislation.

We want to be clear with you about this requirement so that you understand what will be expected of you if you commence employment with us. Of course, we respect your right to decide about vaccination but if you decide not to be vaccinated, then that will impact on your capacity to work for us.

The application process is as follows:

- Applications should be addressed to **Roj Amedi, Head of Engagement** and should comprise a cover letter, your resume and a succinct statement 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” in the email subject line.
- Applications close at **5:00pm, Friday 1 July 2022.**

We will be accepting applications on a rolling basis throughout this period and will close recruitment once a suitable candidate has been selected.

