



Barwon CASA
Counselling
Services



MINERVA
COMMUNITY
SERVICES

BARWON CENTRE AGAINST SEXUAL ASSAULT / MINERVA POSITION DESCRIPTION

| | |
|------------------------|--|
| Title | Strategic Communications Advisor |
| Employment Type | Part Time (0.6 FTE) |
| Reports to | Executive Manager, Strategy and Reform |
| Work Location | Geelong |
| Date of review | May 2018 |

ABOUT BARWON CASA/MINERVA

Operating across the Barwon, West Melbourne and Wimmera areas of Victoria, Barwon CASA/Minerva offers a full suite of services for people impacted by sexual assault and women and children impacted by family violence. Our services include:

- 24-hour crisis care for victims of recent sexual assault and family violence, including advocacy and access to medical care and justice services;
- Intensive case management and court support for women and children who have or are experiencing family violence;
- therapeutic counselling and group programs for women and children who have experienced family violence; and adults, young people and children who have experienced sexual assault (including support for non-offending family members and friends);
- access to high security crisis accommodation for women and their children assessed as being at high risk of further harm; and
- early intervention services for children and young people under the age of 17 years who have engaged in problematic or abusive sexualised behaviours, and young people engaging in family violence behaviours.

Our organisation also delivers professional training and community awareness activities and we participate in a range of prevention activities to promote gender equality and negate violence supportive attitudes and cultures.

Our services are informed by feminist philosophy and we provide empowering, respectful and inclusive services. Our organisation's practice approach is shaped by contemporary research and evidence that highlights what is most effective when working with people who have been impacted by the trauma of sexual assault and family violence.

Our services also exist within the broader context of the Barwon Multi-Disciplinary Centre (MDC), a highly successful model of co-location between Barwon CASA/Minerva, Victoria Police Sexual Offences and Child Abuse Investigation Team (SOCIT) and staff the Department of Health and Human Services Child Protection practitioners. In this specialised model, partner organisations work together to support adult and child victims from first disclosure of sexual assault to investigation and criminal prosecution. As a key partner, our organisation provides a highly specialised response for people who are impacted by the

trauma of sexual assault and family violence within an integrated and seamless environment.

In addition, our organisation is a partner in the Barwon Support and Safety Hub (Barwon Hub). The Barwon Hub will include a mix of staff employed by Family Safety Victoria and staff from Community Support Organisations in the Barwon area, including Barwon CASA/Minerva. By bringing together different workforces and practices, the Barwon Hub will create an integrated team and consolidated access point to create a new way of support for:

- women, children, young people and families experiencing family violence;
- perpetrators of family violence; and
- families in need of support with the care, development and well-being of children.

ROLE PURPOSE AND ACCOUNTABILITY

Purpose

This position is primarily responsible to provide external and internal strategic communications advice and support to the Executive Manager, Strategy and Reform including the development of policies, submissions, reports and papers. The role will also partner with the CEO and Executive team to provide high level organisational communications support, aligned to the Strategic Plan.

Accountabilities: *role accountabilities include, but are not limited to;*

- Provide strategic communications advice and support to the Executive Manager, Strategy and Reform, including the development of policies, submissions, reports and papers, as required.
- Provide strategic communications advice and identify opportunities to deliver high level external and internal organisational communications and engagement activities for the CEO and Executive team that support the delivery of the Strategic Plan, as required.
- Proactively identify strategic communication and digital engagement opportunities to promote Barwon CASA/Minerva's service offerings to a range of audiences.
- Develop, implement and evaluate an integrated Marketing, Digital and Communications Plan for the organisation, including overseeing the delivery of agreed outcomes within identified timeframes and budget.
- Support the commissioning and management of creative and media agencies and suppliers to effectively deliver the Marketing, Digital and Communications Plan.
- Build and maintain collaborative, constructive relationships with key internal and external partners and stakeholders.
- Partnering with Executives, lead the development and maintenance of organisational communications distribution lists and contact information as required.
- Support the development and implementation of the organisation's brand and support staff in ensuring consistency with brand and style guidelines, policies and practices.
- Lead communications development of organisational services / programs collateral and online / digital content including website, social media and other platforms.
- Recommend and utilise various communications channels to reach internal and external stakeholders, partners, government and professional associations and closely monitor effectiveness of these platforms.
- Support the design and development of content marketing to effectively translate complex concepts for the targeted audience.



**Barwon CASA
Counselling
Services**



KEY SELECTION CRITERIA

Your application must address the following:

1. Essential Qualifications and Experience

- Tertiary qualification or relevant experience in communications, marketing or related discipline.
- A minimum of 5 years' relevant experience in a similar role, preferably within the government and / or community services sector.

2. Essential Skills and Knowledge

- Highly developed written communications skills, including experience in the development of policies, submissions, reports and papers.
- Highly developed verbal communications skills.
- Experience managing social media channels for major brands or organisations.
- Content marketing experience in developing and managing content plans across multiple channels with high engagement levels.
- Experience in conveying complex information in engaging and innovative ways through a range of communication platforms.
- High level conceptual and analytical ability, including dealing with complexity.
- Advanced collaboration and relationship building skills, including stakeholder engagement and influencing.
- Strong project management skills.
- Proven ability to work autonomously and collaboratively, within a dynamic team environment.
- Proven resilience and the ability to prioritise competing demands.
- Well-developed emotional intelligence, including self-awareness.
- Commitment to a learning culture and continuous quality improvement.

3. Other

- Commitment to the vision, values and purposes of Barwon CASA/Minerva.
- Current Victorian Driver's Licence.

Referees

Applicants must provide the name and current contact details of 2-3 professional referees including the most recent or current supervisor.

Period of Appointment

This position is ongoing, dependent on the continuation of funding.

Hours of Work

The position is part-time, 3 days per week.

Hours will usually be worked during business hours of 9.00 am to 5.06 pm between Monday to Friday.

The days are based on the needs of the service.

Flexibility in working hours will be required from time to time as the need arises.

Salary and Conditions

- Industrial Instrument: *Barwon CASA Enterprise Agreement 2013*.
- Salary Packaging: Provided via Maxxia. PBI status with other expenses available to package above this cap.
- Superannuation: Paid in accordance with superannuation legislation and *Barwon CASA Enterprise Agreement 2013* the Default Fund is First State Super or alternate fund Hesta.
- Probationary Period - 6 months with a review conducted during this time.

Employee Responsibility – Mandatory prior to commencement

Employee expense:

- Valid Working with Children Check
- National Police Records Check – renewed every 3 years of employment at employee expense

Other

This position description is subject to review and may change in accordance with the needs of our organisation, including our operations, clients and stakeholders.