Victoria Law Foundation

Recruitment pack

Communications Manager

Full time

Helping Victorians understand the law

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Background information

About us

The Victoria Law Foundation is an independent statutory body established in 1967 under the *Legal Profession Practice Act 1967* and now governed by the *Victoria Law Foundation Act 2009* (**Act**).

Throughout our history we have played a leading role in the delivery of programs that improve the quality of Victoria's legal system and Victorians' understanding of the law and their legal system. We actively work with other members of the legal, publishing, education and grants sectors – building relationships, sharing knowledge and learning from others.

We deliver our services through three main programs: publications, education and grants.

With an operating budget of $2million it is essential that the foundation makes the most of its resources to deliver its programs. Choosing activities cleverly that don't duplicate other services is essential.

The foundation's programs focus on three main audience groups: the community, school students and the profession.

Community
Our community focused program aims to educate more Victorians about the law and legal system. This is achieved through a range of strategies. We develop high quality legal information on popular legal topics and civics education and provide one point of access through the Everyday-Law website for this and the best legal information produced by other organisations across Victoria. We want to engage the public as well as provide information so we also deliver a stimulating events program, the highlight of which is Law Week held in May each year.

This work is supported by our Grants Program that in 2015/16 will provide $200,000 in grants to support projects that expand the Law Week program of events and for legal information projects.

School students
Our program for school students is dedicated to encouraging them to take a life-long interest in the law. This is achieved by delivering dynamic and interactive educational programs to regional, rural and disadvantaged VCE Legal Studies students that expand their knowledge of the law and legal system. Under the umbrella of Law Talks these educational programs include intensive two and one-day events, and individual school visits.

We also support teachers by connecting them with the best VCE Legal Studies and VELS material produced by the sector through our online 'Teacher resources' section of our website.

Profession
Our program for the profession aims to educate the profession of the importance of communication in their role. This is achieved through improving the profession's knowledge of how to communicate with the public, providing one point of access to information on plain language resources through our 'Better information' section of our website and by delivering initiatives that improve the quality of online legal information.

Our Funding
We receive our funding from the Victorian Legal Services Board Public Purpose Fund (**PPF**), with some additional income from investments and sponsorship.

The foundation is funded annually.

Our board

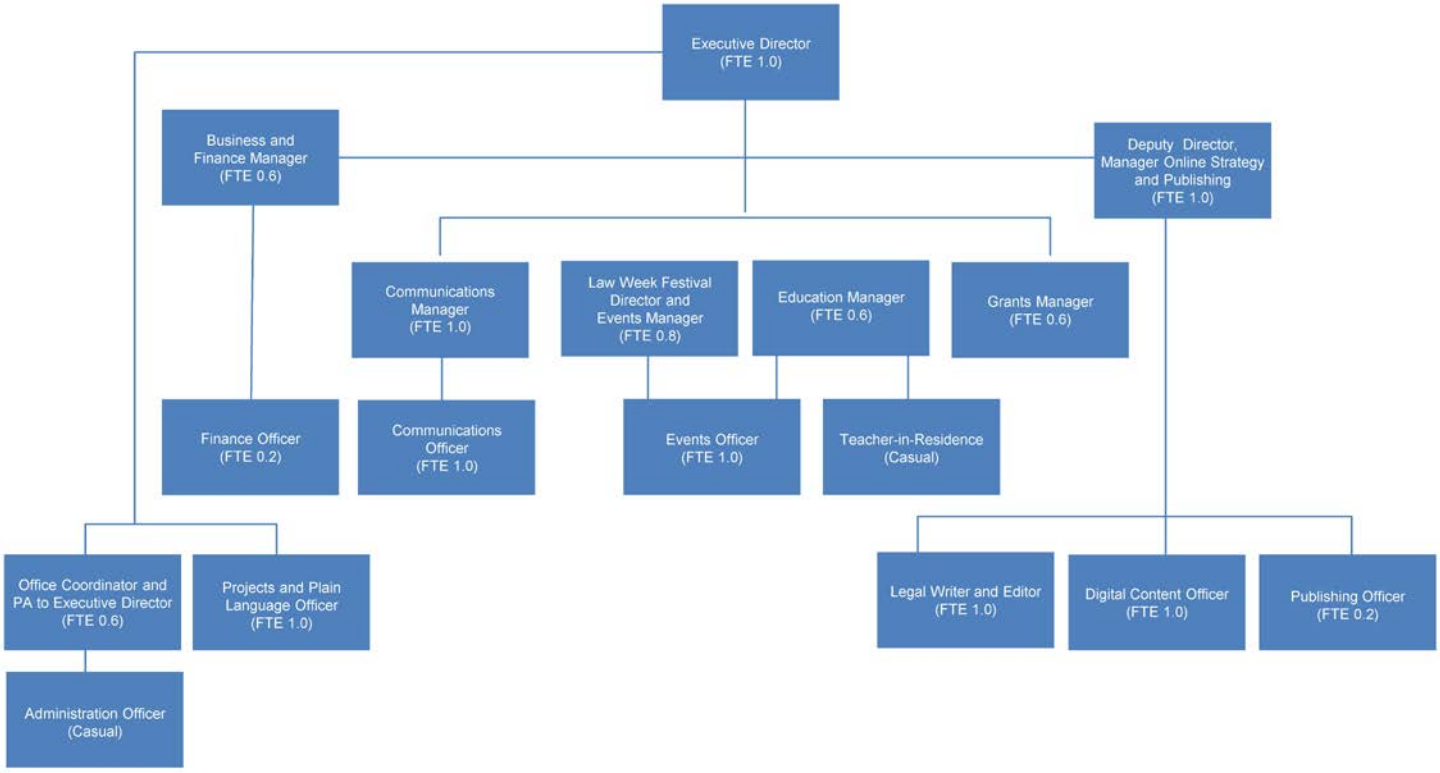
The foundation has six board members appointed under section 7 of our act. Current members of the foundation board are:

- The Hon Hartley Hansen QC, Chair – nominee of the Chief Justice of Victoria
- Belinda Wilson – nominee of the Law Institute of Victoria
- Elizabeth Brimer – nominee of the Victorian Bar
- Claudia Fatone – nominee of the Federation of Community Legal Centres
- Stephen Roche – appointed by the Attorney-General of Victoria
- Melissa Castan – appointed by the Attorney-General of Victoria.

Our staff

The foundation has a staff of approximately 11 FTE with expertise across publishing, education, grant making and communications. Staff are encouraged to share ideas and work collaboratively to achieve the best results.

The foundation is led by its Executive Director, Joh Kirby. Ms Kirby is a lawyer with a focus on plain language and best practice community legal information. In 2010 Ms Kirby was awarded a Churchill Fellowship to research best practice in community legal information.



About our communications team

Raising awareness of the work of the foundation among Victorians and other key stakeholders is critical to our long-term success, continued funding and ability to attract staff.

The communications team leads the foundation's marketing and communications activities and provides strategic communications advice and support to the Executive Director and each of the foundation's programs.

The team's key objectives are to:

- raise awareness of the impact of our work on the lives of Victorians
- help expand the reach of our work in the Victorian community
- build the foundation's profile as a leader in the development of community legal information, and as an advocate for plain language and improved legal literacy
- support the foundation's strategic priorities, and
- engage stakeholders in our work.

The team manages the foundation's brand, website, media, e-marketing and social media in consultation with the foundation's Deputy Director.

About the role

Job title	Communications Manager
Location	Melbourne, Australia (some travel may be required)
Reports to	Executive Director
Direct reports	Communications Officer (1.0 FTE)
Key relationships	Deputy Director, Publishing and Online Manager Law Week Festival Director and Events Manager Grants Manager Education Manager external stakeholders
Contract type	Full-time, Ongoing
Salary range	$95K to $100K (including statutory superannuation)

Purpose

The Communications Manager is a key member of the foundation's management team.

The role is responsible for the communications activities of the foundation.

As part of a small team, this role will suit an individual who enjoys the challenge of being fully involved in all activities, working collaboratively with colleagues, and successfully managing multiple projects at once.

This position 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 the foundation.

Key criteria for success

- Ensuring the foundation's strategic communications plans, for the community, students and the legal sector, reflect the needs and resources of the foundation.
- Maintaining the foundation's key communication tools – the foundation's website and associated social media.
- Providing strong leadership to invigorate and strengthen the foundation's marketing and communications activities which:
    - Raise the profile of the foundation's work among stakeholders and the community.
    - Increase attendance and involvement in foundation events and programs
    - Increase traffic to the foundation's website
    - Increase the number of social media subscribers.
    - Increase the media associated with the foundation's work.
    - Increase the number of attendees at foundation events.

Key responsibilities

Strategic

- Develop the communications program in accordance with the foundation's planning framework.
- Develop long-term planning mechanisms for the Communications team.
- Develop polices in relation to your key areas of work, as necessary.

Operational

- Effectively manage the program's budget and staff to deliver the foundation's strategic plan.
- Foster good relationships with key stakeholders in the legal community, alongside designers, printers, photographers, the media and foundation staff, holding them to account for their results and managing contracts where appropriate.
- Prepare papers for the Executive Director and other teams on communications projects and activities.
- Be a point of contact and advice for community organisations and the legal community in relation to communications, and develop the foundation as a centre of excellence in this area.
- Participate in training and development activities and encourage and support the development and training of other staff.

Communications and marketing

- Review, develop and implement the foundation's communications strategies, reporting regularly to the Board on results.
- Proactively provide communications leadership and implementation across all program areas, particularly events including the development of individual communications plans, working closely with teams at the foundation to achieve this
- Manage the use of the foundation's brand across the foundation's programs and products
- Engage the media and stakeholders in the foundation's programs.
- Monitor the effectiveness of stakeholder engagement and communication activities to ensure that strategic objectives are being met.

Corporate communications

- Manage the foundation's website, administering all content including an e-newsletter.
- Manage the production of the foundation's annual report and other corporate marketing materials from development to production and distribution.
- Drafting corporate marketing materials as required such as press releases, invitations, flyers etc.

Staff management

- Provide transparent management of the Communications team.
- Provide day-to-day guidance and feedback to team members in relation to their work ideas and performance to ensure the effective delivery of the program.
- Build staff skills and knowledge.
- Encourage collaboration within the area, and across the team, and the foundation.

All other tasks and duties as directed.

Selection criteria

Core skills

- Tertiary qualification in communications or relevant field.
- At least 7 years' experience in communications and at least three years working at a management level developing and managing a communications program including oversight of planning, production, and distribution and marketing.
- Extensive staff management experience with proven experience in motivating and building teams.
- Experience developing and implementing communications strategy.
- Proven understanding of strategic implementation of a range of marketing platforms including social media and other online tools.
- Demonstrated financial knowledge and budget management.
- Excellent understanding of plain language principles particularly as they relate to community publishing.
- Proficiency in MS Office including Word, Excel, PowerPoint and Outlook and Adobe Creative Suite.
- Experience in applying branding frameworks.

Attitudes

- Energetic and motivated with a can-do attitude.
- Ability to motivate and grow staff to ensure that program goals are achieved.
- Ability to think strategically and clearly under pressure and to competing deadlines.
- Ability to develop transparent management systems.
- Calm, diplomatic and flexible.
- An understanding of the legal sector and an appreciation for the work and values of Victoria Law Foundation.

Recruitment process

The guidance set out below will help you to complete your application and understand the recruitment process.

How do I apply?

You must apply for the position online.

Applications are managed through the Victorian Government Careers website, but in most cases you will be able to access this site directly from where the role is advertised. Where this is not the case applications can be made through our website at www.victorialawfoundation.org.au. The job reference number is **VG/VLF021**

Please note that in order to apply through the Victorian Government Careers website you will need to be registered for this service. When completing your registration we only require you to complete the compulsory fields.

Applications **must** include all the following documents:

1. **Curriculum vitae** – A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications. Please provide dates.
2. **Covering letter**
   A covering letter that summarises your interest in this post and why you would like to work at the foundation.
3. **Response to the selection criteria**
   A written response providing support for your ability to meet the requirements under the Selection Criteria section. Please provide a response to each 'core skill' and a general response to the 'attitudes'.
4. **Additional Information**
   We also ask that you provide the following information:
   - latest salary
   - notice period
   - names of two relevant referees and a statement of the capacity in which they have known you. At least one of who should have directly supervised you in a recent post and one be a person you have supervised. *We will not contact them without your express permission*.

If you have any technical difficulties when applying online please contact:

Cristina Gutierrez
Office Coordinator and PA to Executive Director
T: (03) 9604 8100
E: contact@victorialawfoundation.org.au

When do applications close?

Applications are due on **Monday 22 February 2016.**

About the selection process

Once you have submitted your application you will receive an email acknowledging receipt.

After the closing date, applications will be short listed for interviews. We plan to interview within two weeks of the closing date.

Applicants who are not shortlisted will be notified by email; due to limited resources we are unable to provide feedback on applications.

Shortlisted applicants will be notified by phone to arrange an interview.

It is likely that two rounds of interview will take place. Interviewees will be notified by phone or email of the outcome of the interview process.

Who do I contact for more information?

If you would like to discuss the position in more detail please contact:

Joh Kirby
T: (03) 9604 8100
E: contact@victorialawfoundation.org.au