

POSITION DESCRIPTION

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| Position: | Communications and Marketing Officer |
| Reports to: | Program Manager, inSpire |
| Direct Reports: | None |
| Status: | Fixed Term, Part-Time (15.2 hours per week) until 31 December 2024 |
| Location: | Based in East Melbourne and/or Dandenong, travel maybe required at various locations in Victoria as well as working from home arrangements |
| Grade: | SCHADS Level 5 based on experience + Superannuation + Salary packaging |

BACKGROUND

inTouch Multicultural Centre Against Family Violence (inTouch) provides person-centred, integrated and culturally responsive family violence services to people from migrant and refugee communities across Victoria. We have assisted over 20,000 women and children experiencing family violence throughout our 38 years of operation, providing a holistic service that centres the experiences of victim-survivors in everything we do.

inTouch works across the family violence continuum, providing culturally informed early intervention, case management, perpetrator programs, legal advice, crisis recovery and enhanced capacity-building across the sector and community. We are proud to provide high-level leadership and guidance to all levels of government with our evidence-based, victim-survivor informed advocacy and policy work.

Our services include:

- An accredited community legal centre working at the intersection of Family Law and Migration Law
- Learning and development programs for family violence providers and multicultural organisations to build their knowledge and skills when supporting women from refugee and migrant communities.
- Case management that encompasses a first-hand understanding of the migration journey and unique cultural barriers women may face when seeking assistance
- Post-recovery initiatives for victim-survivors, focusing on economic independence, social and family connection and emotional wellbeing
- Prevention projects and resource development for migrant and refugee communities
- Programs focusing on trauma and culturally informed perpetrator intervention.

We are a unique and vital service, with specialist expertise working with people of migrant and refugee backgrounds. This is reflected in our workforce, which is comprised primarily of people who are migrants and refugees themselves – the inTouch team is from over 20 different countries and communities globally.

You can view inTouch’s 2022-2025 Strategic Plan [here](#).

POSITION SUMMARY

This position will provide communications and marketing expertise including, but not limited to planning, relations, designs, and campaigns for the inSpire program. Reporting to the inSpire Program Manager, the successful candidate will support the implementation of promotional, brand awareness, and fundraising campaigns to showcase the work of inSpire and contribute to the delivery of inSpire’s plan.

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RELATIONSHIPS

- Internal** The incumbent is expected to develop and maintain respectful and effective working relationships with all inTouch staff, leadership, and Noor Family Violence Survivor-Advocates.
- External** Funders, Government Departments, service providers, community organizations, multicultural communities, educational institutions, communication and marketing specialists, media suppliers, influencers, and supporters.

POSITION ACCOUNTABILITIES

- Develop the communications and communications strategy for inSpire in collaboration with the Program Manager and other key stakeholders, and in alignment with inTouch’s strategic objectives, operational plan, and the inSpire business plan.
- Lead and facilitate internal and external communications to raise awareness of inSpire program including to develop written and digital content, editorial copywriting, collateral, branded material and other products, as required.
- Proactively identify opportunities and develop relationships to promote inSpire with media, sector, multicultural communities, and corporate partners to build brand and support inSpire’s growth target.
- Work closely with inTouch’s Communications Coordinator, the Fundraising Coordinator and inSpire Program Manager to pitch regular stories to aid fundraising campaigns to generate revenue and consolidate inSpire’s brand awareness.
- Monitor media and advise on media opportunities, keeping the inSpire team informed of news that may impact them.
- Contribute to the development and delivery of communications and marketing strategies for events, forums and other public programs as required.
- Monitor, evaluate and report on key communication and marketing initiatives to build inSpire’s evidence base and deliver high quality outcomes.
- Attend team, social connection events, and other meetings as required.
- Other work directed by manager that aligns with skills, qualifications, and interests.

KEY SELECTION CRITERIA

Essential

1. Relevant tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field.
2. Minimum two years demonstrated experience developing strategic communications, marketing, and project management skills, including effective evaluation.
3. Proven track record in building and managing relationships with a range of internal and external stakeholders including marketing/communications peers and specialists.
4. Strong communication and marketing skills including copy writing, digital/multimedia skills for social media, and editing experience for diverse communities and audiences, with attention to detail and meeting professional writing and editing standards; verbal communication including well developed negotiation skills and the ability to influence others.
5. Demonstrated ability to be self-motivated, show initiative and be responsive and flexible in an environment with time pressures and multiple priorities.

Desirable

1. Proficient in two languages including English.
2. Experience working within a community service and/or a multicultural setting.

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Personal Attributes:

- Genuine commitment to social justice and to assisting migrant and refugee women and children.
- Able to establish and maintain respectful relationships with people at all levels, forge useful partnerships with people across business areas, functions and organizations and sensitively manages stakeholder relationships.
- Resilience to persevere to achieve goals, even in the face of obstacles, and remain flexible and in control under pressure.
- Can set clearly defined objectives and priorities, review and adjust as required and identify processes, tasks and resources required to achieve goals.

SPECIFIC RESTRICTIONS/CONDITIONS

- Incumbent will on occasions and in consultation, be expected to conduct work outside normal business hours.
- Must hold a current Victorian driver's license.
- Must be physically capable to carry out administrative duties, including extended periods of computer use.
- Some travel within Victoria may be required from time to time.

HEALTH, SAFETY & WELLBEING

- Ensure compliance with the OH&S Act and relevant inTouch policies.
- Contribute positively and proactively to team and organisation wide OH&S activities.
- inTouch has a smoke-free workplace policy.

QUALITY & CONTINUOUS IMPROVEMENT

- Ensure compliance with legislation, contract, and policy requirements in your day-to-day work to meet the organization's audit, contract, and registration obligations
- Proactively apply your specialist knowledge in the review and maintenance of policies, systems, and processes
- Continue the development of a culturally strong and positive working environment using a continuous improvement approach

CONDITIONS OF EMPLOYMENT

- The annual salary for this position is based on the inTouch Employee Union Collective Agreement and is negotiable depending on experience.
- The position will attract five (5) weeks annual leave pro rata.
- Salary packaging may be provided subject to the terms of and conditions of the inTouch Salary Packaging Policy.
- Superannuation Scheme is available through HESTA and the provisions of the Superannuation Guarantee (Administration) Act 1992 will apply.
- The successful applicant will be required to undergo satisfactory pre-employment checks, including 2 reference checks, a national criminal records check, working with children check, international police check (if applicable), driver's license check, proof of identify, working rights in Australia and qualifications.
- Signing a Confidentially Agreement is a personnel requirement of inTouch.
- The successful applicant will initially be engaged for a probationary period of six months. During this period, either party can terminate employment with one week's notice.
- The successful applicant will be required to disclose any pre-existing illness or injury that they know about which could be reasonably foreseen to be affected by the work duties described. Pursuant to s.82 (7) of the Accident Compensation Act, failure to disclose such a condition will mean that if employed, they will not be paid compensation for that condition.

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PRIVACY NOTIFICATION

The collection and handling of applicants' and the successful appointee's personal information will be consistent with the requirements of the Privacy and Data Protection Act 2014.

APPLICATION PROCESS

inTouch has an Equal Opportunity Exemption (H143/2018) and requests applications from those who identify as female only.

Applicants should express their interest by submitting their resumes and cover letter addressing the key selection criteria.

Email your application to recruitment@intouch.org.au

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