

POSITION DESCRIPTION

Position	Communications Manager
Reports to	Director, Office of the CEO
Direct Reports	3
Status	Maternity Leave position (7 months) - Full time, 38 hrs pw.
Location	Working flexibility due to COVID-19, however formally based at the Preston office.

BACKGROUND

The Victorian Aboriginal Child Care Agency (VACCA) is the largest organisation of its kind in Australia. VACCA is an Aboriginal community-controlled organisation that supports and advocates for the Aboriginal community. Our strength lies with our people. Our team is committed to the organisation's vision and values; advocates for our children and other vulnerable community members; and shows respect for, observance and compliance with Aboriginal cultural protocols, practice and ceremony. Our Aboriginality is what distinguishes us from mainstream services and what enables us to deliver the positive outcomes we achieve for our people.

VACCA employs over 600 staff and delivers more than 70 programs across the state. VACCA's experience and expertise in the delivery of therapeutic interventions are underpinned by culture, connection, and healing. VACCA designs, develops and delivers programs with self-determination and an understanding that the intergenerational trauma experienced by our community requires intergenerational and community healing. Through *Cultural Therapeutic Ways* VACCA is implementing a whole of agency approach to guide VACCA's practices of healing for Aboriginal children, young people, families, community members and carers who come into contact with our services, as well as creating a safe and supportive workplace for staff.

Central to VACCA's work is the importance of connection to family, community and culture as essential to Aboriginal children's safety, stability and ensuring that they have an ongoing sense of belonging. As Victoria's largest Aboriginal child welfare agency, VACCA plays a key role in the process of transitioning the care and case management of Aboriginal children from government and non- Aboriginal organisations to Aboriginal community-controlled organisations.

OUR VISION

Aboriginal self-determination - Live, Experience and Be.

OUR PURPOSE

Supporting culturally strong, safe and thriving Aboriginal communities.

PROGRAM AREA

The Communications Manager position sits within the Office of the CEO and reports to the Director.

POSITION SUMMARY

The position manages VACCA's internal and external communications working with a diversity of senior internal stakeholders and external stakeholders and VACCA partners.

The Communications Manager has a key role in supporting VACCA achieve its strategic directions. In particular by supporting VACCA's efforts to strengthen its community presence by supporting VACCA's public policy and advocacy, marketing, communications and fundraising activities and communication needs of VACCA Programs and Services

The position is responsible for overseeing the implementation and regular review of VACCA's communications strategy. The strategy includes a range of deliverables such as the management of communications across multiple platforms and channels for key audiences; strengthening sector and community awareness of VACCA; strategic development of media placement; internal communications; directing the development of organisational collateral including client services; and facilitation of events.

This is a challenging and rewarding role operating in a dynamic organisation within a rapidly changing external environment. It demands an innovative and flexible approach to the development of communications products for different audiences while always reflecting VACCA's history, values and purpose.

Success in the role will require maintaining strong collaborative relationships with internal and external stakeholders, budget management, regular reporting against the communications strategy and operating within applicable regulatory and legislative requirements.

KEY RELATIONSHIPS

Internal: Director of Office of CEO, Fundraising Manager, Policy Manager, Leadership Group, VACCA programs, VACCA staff

External: Aboriginal and Torres Strait Islander community, Government, Media, Community Sector

KEY SELECTION CRITERIA

The successful applicant will possess:

- **Aboriginal and/or Torres Strait Islander people are strongly encouraged to apply.**
- Awareness and appreciation of Aboriginal societies and cultures and an understanding of the issues affecting Aboriginal people in contemporary Australia and the diversity of circumstances of Aboriginal people
- Demonstrated experience in the delivery of integrated communications approaches including ongoing communications and campaign development with a sophisticated understanding of multi-platform content development and delivery, and experience in liaising with the media
- Excellent written and verbal communications skills, with a finely tuned ability to communicate complex ideas and information simply
- Excellent project and time management skills with an ability to manage multiple deadlines concurrently
- Demonstrated ability to build strategic partnerships with a wide range of internal and external stakeholders in a time sensitive and rapidly changing environment
- Knowledge and understanding of Aboriginal affairs issues, both in a federal and Victorian context
- Knowledge and understanding of the community services or child and family welfare sector

- Ability to provide leadership, guidance and motivate a small team to achieve KPIs
- Demonstrated ability to work as a team player and as a capacity builder as required
- Advanced computer skills in in Microsoft Office and digital analytics tools
- Commitment to VACCA's vision, mission and purpose.
- You must have and continue to hold a full Victorian Driver's Licence and a current employment working with children check card.

POSITION ACCOUNTABILITIES

Working closely with the Director, responsibilities will include:

- Leading the development, implementation and evaluation of high-quality internal and external communications and marketing advice, aligning with VACCA's strategic direction and our business units, working closely with stakeholders to provide measurable value to us.
- Responsible for the development and implementation of VACCA's communication strategy.
- Responsible for managing a small team that manages communications platforms and develops communications materials including digital and print newsletters, annual reports, EDMs, social media content and stories, resources, multimedia content (photo, video and audio) and other materials.
- Oversee the development and delivery innovative campaigns, communication and engagement strategies to support key organisational priorities through a range of channels.
- Provide expert advice, assistance, guidance and mentoring in the effective delivery of communication campaigns which are in line with VACCA guidelines, policies and cultural protocols.
- Develop, manage and oversee VACCA's digital strategy including all digital channels including external website, EDMs and social media.
- Develop and deliver content and editorial strategy for VACCA channels including external website, EDMs, social media and style guides.
- Oversee and manage organisation website, website digital performance, digital marketing and digital reporting through Search Engine Optimisation and Search Engine Marketing using Google Grant, Google Ads, Google Analytics and content strategy.
- Develop, coordinate and manage communications plans for projects, grants and events as required.
- Develop and lead media and crisis communications strategies, materials, plans and processes as required.
- Drive reporting, evaluation and quality improvement, and actively work to build capacity and knowledge of best practice communication, processes, policies and tools among colleagues and stakeholders across VACCA.
- Develop new ideas and actively lead VACCA's strategic and operational use of social media and multimedia including photo and video.
- Develop and maintain effective networks, interactions and relationships with colleagues throughout VACCA, partner agencies, sector organisations and government as appropriate.
- Provide advice to executives, relevant staff and other stakeholders on the use and management of social media and engagement techniques, policies and guidelines.
- Develop and maintain positive relationships with the CEO's office, Leadership Group, and relevant key stakeholders.
- Support VACCA Fundraising team to deliver key fundraising campaigns and events throughout the calendar year.

HEALTH, SAFETY & WELLBEING

- Regular travel may be required for this role
- Ensure compliance with the OH&S Act and VACCA policies.
- Contribute positively and proactively to team and organisation wide OH&S activities.

QUALITY & CONTINUOUS IMPROVEMENT

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

OTHER

- Generate general and specific communication to stakeholders via effective and timely use of Staff Bulletin, intranet, forums and other opportunities as they arise.
- Participate proactively in team project initiatives
- Support other team members in periods of high demand and during periods of absence.
- Undertake other duties as directed

ADDITIONAL INFORMATION

We are committed to Aboriginal self-determination and supporting strong, safe, thriving Aboriginal communities and aim to ensure every individual is treated with dignity, honouring all cultural backgrounds, abilities, ethnicities, sexual orientations, gender identities and spiritual beliefs.

VACCA is a child-safe organisation and is committed to ensuring the safety and wellbeing of children and young people with zero tolerance for child abuse. All successful applicants will be required to undertake a National Police Record Check and Working with Children Check prior to commencement of employment and periodically following commencement.

VACCA is an equal opportunity employer and has a smoke-free workplace policy.