

POSITION DESCRIPTION

POSITION DETAILS	
Title	Director of Communications and Marketing
Type and Tenure	Full time (negotiable), ongoing position
Location	Carlton, Victoria. Travel to other locations may be required from time to time as part of this role.
Reports To	CEO
Direct Reports	A team of 3 - 5 staff
Award and Agreement	Social, Community, Home Care and Disability Services Award 2010 and the DVRCV Enterprise Bargaining Agreement 2005
Classification	SCHADS level 8 with annual salary between \$90,777 and \$95,777 plus superannuation, access to salary packaging of up to \$15,900 per annum and generous leave entitlements including two weeks of additional rostered leave

CONTEXT	
Organisational Context	<p>Domestic Violence Resource Centre Victoria (DVRCV)'s vision is to create a world in which gender equality ensures women and their children are thriving, respected and free from violence.</p> <p>We are a statewide organisation working across prevention and response providing:</p> <ul style="list-style-type: none"> • Training courses, forums, events and workshops • Resources for professionals and organisations • Violence against women websites and online resources • Advocacy and policy advice <p>In 2019, DVRCV will launch its new 5 year strategy which sets out an ambitious leadership role in building the capability of professionals, organisations and systems in the prevention of and response to violence against women.</p>
Values Statement	<p>We are independent, expert and trusted.</p> <p>Our work is courageous and creative.</p> <p>We operate with integrity.</p>
Role Context	<p>Reporting directly to the CEO, this role will form a core part of DVRCV's Senior Leadership Team and will be expected to play a key role in organisational leadership and strategy as well as lead a dynamic team of communications specialist staff. This position will also play a significant role in supporting the implementation of DVRCV's new 5 year strategic plan which outlines an exciting leadership role for the organisation in the workforce and industry development space. The role will be also responsible for supporting the policy and strategy work of the organisation to ensure statewide engagement with and take up of DVRCV positions.</p> <p>The Director will ensure the Communications team deliver external communications projects, and will also be responsible for providing a high level of communications and marketing advice and support to internal stakeholders across the organisation.</p>

KEY RESPONSIBILITIES	
Strategy and Leadership	<ul style="list-style-type: none"> ● Lead the development of DVRCV's strategic communications to build organisational profile, support take up of DVRCV's capability building model and connect more professionals with our work ● Lead the development and management of DVRCV's media strategy and support the CEO's media engagement activity ● Contribute to the leadership team and strategic direction of DVRCV as a member of the Senior Leadership team ● Ensure that the Communications team proactively provides support and communications expertise across all areas of DVRCV ● Develop and oversee the implementation of a DVRCV marketing and promotions strategy, particularly focusing on increasing reach and take up of education and training activities across prevention and response and building awareness of our capability development model ● Lead the development of communications and marketing strategies to support the implementation of DVRCV's new 5 year strategic plan (commencing 2019) ● Lead by example to maintain an organisational culture that is based on a feminist framework to empower and support women, as well as promoting accountability, quality, good governance and staff wellbeing ● Identify opportunities for DVRCV to extend its offerings in line with the Family Violence Royal Commission recommendations
Policy and Advocacy	<ul style="list-style-type: none"> ● Support the development and implementation of key advocacy activities (in close consultation with the Senior Advisor, Policy and Advocacy) ● Contribute to the strong profile and positioning of DVRCV by ensuring effective, expert and strategic external communications ● Monitor state and national trends relating to communications and technology to ensure the strong positioning of DVRCV as an expert and creative organisation
Income Generation	<ul style="list-style-type: none"> ● Identify grant/funding opportunities and partnerships which will expand the reach, profile or impact of DVRCV ● Develop funding or partnerships proposals for new communications or marketing activities
Stakeholder Management	<ul style="list-style-type: none"> ● Develop and manage strategic relationships with a wide range of key government and non-government stakeholders ● Represent DVRCV at external meetings, forums, events as required
Contract and Project Management	<ul style="list-style-type: none"> ● Provide performance data against the DHHS Funding And Service Agreement to the Director, People and Services as required ● Manage large scale projects (including recruitment of project staff as required) that contribute to effective and accurate DVRCV content and communications ● Provide support for projects that are managed by team members ● Support the delivery of cross organisational projects by providing communications, marketing and promotions advice and support as required ● Ensure all projects are delivered on time, within budget and are transitioned smoothly to DVRCV's core business where appropriate ● Manage a range of contracts and suppliers ensuring value for money and effective provision of services
Staff Management	<ul style="list-style-type: none"> ● Provide leadership to ensure a cohesive, productive and supported Communications team which is supported and equipped to work across all areas of DVRCV ● Manage a team of specialist communications staff (including work allocation, workload management, support and debriefing, performance development/management and recruitment)
Operational Management	<ul style="list-style-type: none"> ● Provide regular performance and project reports to the CEO and Board ● Educate staff in the DVRCV brand to ensure consistency across all DVRCV's internal and external documents ● Ensure activities in the annual DVRCV operational plan are completed on time and within budget

Financial Management	<ul style="list-style-type: none"> ● Develop and manage the Communications budget including monthly forecasting and tracking ● Meet financial KPI's and revenue targets to fund sustainable growth ● Provide advice to the CEO on opportunities to increase the revenue of DVRCV
Risk and Compliance	<ul style="list-style-type: none"> ● Proactively monitor risks around communications and reputation, regularly report to the CEO on these risks and lead relevant mitigation strategies
Organisational Expectations (same for all staff)	<ul style="list-style-type: none"> ● Work within an evidence based feminist framework that addresses violence against women (including family violence) as a gendered issue ● Adhere to DVRCV's values in your internal activity and when representing the organisation ● Participate in and contribute to staff meetings/events/celebrations ● Identify own professional development needs and share new knowledge with others ● Support the development of new resources, policies and practice ● Adhere to all policies in the DVRCV Policy Manual

SKILLS AND EXPERIENCE REQUIRED FOR ROLE	
Qualifications	<ul style="list-style-type: none"> ● Relevant tertiary qualification in Marketing/Communications or a related discipline
Skills and experience	<ul style="list-style-type: none"> ● Demonstrated experience in strategic communications, including brand and reputation management ● Demonstrated experience in leadership and staff management ● Experience in developing: <ul style="list-style-type: none"> ○ Communications strategies ○ Organisational brands ○ Marketing strategies ● Knowledge and expertise around content driven approaches to marketing ● Experience in developing and managing work area and program budgets in a growth environment ● Proven ability to develop and maintain positive, long-term relationships with key external and internal stakeholders ● Proven ability to manage competing priorities with a high level of expertise and professionalism ● Project and contract management skills ● High level written and verbal communication skills
Desirable (not essential)	<ul style="list-style-type: none"> ● Working knowledge of popular design and publishing software ● Knowledge of or experiencing working within the not for profit sector ● Experience working within the family violence prevention or response sectors

ADDITIONAL INFORMATION	
Work Health and Safety	All employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve work health and safety.
Police Check	A national police record check is required as part of the recruitment process.
Equal Opportunity Exemption	DVRCV has an Equal Opportunity Exemption to employ only women (H15/2014).