

Communications Lead



Position Basics	
Position title	Communications Lead
Location	Head office - Sydney
Term of employment	Full time – 12-month contract
Remuneration	\$90k - \$120k depending on experience
Salary sacrificing	At the time of advertising, JRNSW is deemed to be a Public Benevolent Institution. As a result, JRNSW currently offers the option of salary sacrificing a portion of an Employee's salary (salary packaging). Salary packaging allows employees to elect an amount, up to the annual Australian Taxation Office limit (currently \$15,900 per FBT year), to be deducted from their before tax salary. Salary sacrificing is dependent on the Employee's personal circumstances, JRNSW cannot provide financial advice.
Direct report	Chief Executive Officer

Organisational environment

JRNSW supports Aboriginal communities to explore and establish justice reinvestment initiatives and advocates for systemic changes that build safer and stronger communities.

- Our goal is to reduce the number of Aboriginal and Torres Strait Islander peoples in the criminal justice system and in prisons in NSW.
- Our approach is to work alongside Aboriginal communities to support place-based, community-led and data driven approaches to inform local solutions, such as devising local 'justice circuit breakers', with a particular focus on creating better pathways and outcomes for young people.
- Our place-based approach feeds into our broader policy and advocacy work to create levers for change.

JRNSW currently partners with the Bourke, Moree and Mt Druitt communities and is guided by an Executive of Aboriginal and non-Aboriginal peoples. We are also supported by a diverse network of people and organisations across the corporate, government and not for profit sectors.

Position purpose

The Communications Lead is responsible for overseeing all internal and external communications, ensuring our message is consistent and engaging. They will:

- provide high standard reporting to our Executive Committee and various funders to enable them to see the impact our work is having within our targeted communities
- work closely with our CEO to develop, deliver, and review our communications and strategic plans
- help to develop the voice of Just Reinvest NSW through engagement with our membership, stakeholders and the broader community on both traditional and social media platforms.

Working relationships

Internal
<p>Direct report: Chief Executive Officer, JRNSW (Sydney-based).</p> <p>Close working relationships: Chief Executive Officer on key projects that require presentation to our Executive Committee, government departments and donors. Project-based work will require collaboration with different team members across various locations such as Moree, Bourke and Mount Druitt as required.</p>
External
<p>A diverse range of external stakeholders, including project consultants, indigenous community members, government departments and the JRNSW Executive Committee, members, and partners.</p>

Responsibilities and accountabilities

Key Result Area: Project Delivery
<p>Key responsibilities</p>
<p>Perform responsibilities to a high standard within agreed timelines and in line with the JRNSW vision, mission and values. Key responsibilities include, but are not limited to:</p> <ul style="list-style-type: none"> ● Lead strategic communications of JRNSW, including: <ul style="list-style-type: none"> ▪ respond to public and community requests for information with clear communication so JRNSW branding, and messaging is consistent and engaging ▪ develop & implement JRNSW’s communications strategy ▪ produce a style guide for use across all aspects of communication and branding for JRNSW ▪ identify opportunities for JRNSW to gain positive reporting and/or editorial opportunities in the media ▪ assist Policy Officer and CEO with drafting documentation as/when required ● Preparation of written and oral materials, including: <ul style="list-style-type: none"> ▪ style guide ▪ website content ▪ branding and marketing materials ▪ newsletters ▪ media releases ▪ media interviews ▪ annual reports ▪ social media updates ● Contribute to whole of team responsibilities, including: <ul style="list-style-type: none"> ▪ support funding opportunities ▪ support professional development opportunities ▪ participate in meetings and training ▪ develop strong intra-office working relationships ▪ event planning ▪ information coordination between JRNSW team and Executive Team when required by CEO ▪ secretariat support to the JRNSW team
<p>Key accountabilities</p>

- Draft the strategic plan for JRNSW in collaboration with the Executive Committee under the direction and support of the CEO
- Draft the communications plan for JRNSW in collaboration with the CEO and team members across JRNSW following consultation and working groups
- Develop and implement JRNSW style guide

Key performance indicators

- Actively participating in the process of drafting, communicating, and implementing the communications & strategic plans
- Raising the profile of JRNSW in line with the strategic and communications plans
- Developing clear structures of internal communications and membership engagement

Selection Criteria

Essential criteria

- Knowledge and appreciation of the cultural and social needs of Aboriginal people including a commitment to Aboriginal self-determination, a demonstrated understanding of the justice system, its impacts on Aboriginal and Torres Strait Islander people and the need for community-led justice reinvestment initiatives alongside a continuing respect and support for Aboriginal cultural practices in dealing with community members and staff
- Outstanding written and verbal communication skills with strong attention to detail
- Significant experience working in strategic communications
- Proven skills in the implementation of projects and initiatives through well-considered and consultative planning
- Demonstrated experience building rapport, working with, and influencing others
- Self-motivated with the ability to work with minimal supervision and as part of a team
- Experience in providing high level administrative support

Desirable criteria

- Tertiary qualifications and/or equivalent professional experience in marketing, communications, or a related discipline
- Experience in the not-for-profit or related sector

Effective date

Approved By	Chief Executive Officer
Review Date	05/05/2022

It is important to note and recognise that no position description can completely capture the complexity of tasks required. Therefore, this position description should not be seen as limiting, as we acknowledge that there will be other tasks, not outlined above, that may be required from time-to-time.

All positions evolve and change over time, and we commit to regularly review and update position descriptions to accurately reflect the contribution of employees.