

Position Description

Communications and Media Officer

Ethnic Communities' Council of Victoria Inc. (ECCV) is the voice of multicultural Victoria. It is a community based, member driven peak body for ethnic and multicultural organisations committed to empowering people from diverse multicultural backgrounds.

Our purpose is to help build a culturally diverse and cohesive society that is just, fair, and inclusive with specific reference to the needs and aspirations of Victorians from culturally and linguistically diverse backgrounds.

Our Values

- Integrity
- Empowerment
- Respect
- Social Cohesion
- Equality
- Innovation

Position Specification

Position:	Communications and Media Officer
Reports to:	Executive Officer
Hours:	Part-time, 3 days per week
Term:	12 months subject to satisfactory performance
Salary:	Salary range in accordance with Level 6, pay point 1 of the Social, Community, Home Care and Disability Services Industry (SCHCDSI) Award 2010 CD worker class 3.

Position Statement

The Communication and Media Officer leads the promotion of ECCV policy and project functions, is responsible for all communication processes and provides speech writing and media monitoring/engagement in line with the objectives contained in the ECCV 2015-2020 Strategic Plan and the ECCV Communications Strategy.

The position requires someone with a demonstrated background in working with the media and an ability to write well in a variety of styles and produce timely and succinct media products, including social media, media releases, speeches, opinion pieces and articles.

The position requires a person with the ability to continually improve our communication strategies who can take responsibility for the conduct of our events in conjunction with other staff.

The position works to provide timely media advice to the Board and Executive Officer (EO), applies highly developed communication skills and takes the lead in the development of protocols around all aspects of our community engagement.

This position reports to the EO, will work independently and be responsive to the needs of the staff team. The position makes decisions about areas within their responsibility.

Key areas of work include media research, monitoring and analysis, creative writing including preparing draft media releases, initiating stories in the press and initiating press coverage of events and project work or other activities to advance ECCV policy positions and to promote the organisation and its events.

Responsibilities include, but are not limited to:

Media production and placement

- Monitor the media daily and provide advice to the EO on issues arising that have the potential to enhance ECCV's media exposure
- Advise the EO when media releases or other media outputs are recommended
- Be the key contact point for media enquiries and facilitate an ECCV response
- Ensure the Chairperson, as the principle spokesperson for the organisation is adequately supported in his/her interactions with the media
- Maintain the production of the fortnightly ECCV e-bulletin and source items for inclusion from the EO, staff and external sources of information
- Establish and maintain working relationships with members of the media and create opportunities for the ECCV to be called upon to provide media comment on relevant issues
- Maintain the ECCV media distribution and media contacts lists ensuring they are up-to-date at all times
- Create and maintain a media practitioners network, for media officers in the multicultural sector
- Maintain ECCV subscription lists, currently in Mailchimp
- Produce daily tweets and other social media pieces and provide regular opinion pieces, letters to the editor, and other written/multimedia material for lodgement with the appropriate media to advance the ECCV's policy/project promotional agenda
- Prepare draft speeches, event notes and other media input as directed
- Maintain photographic and video records of events
- Organise at least two key major community engagement events, including all aspects such as registrations, venue hire and securing a speaker
- Ensure responsibilities under the annual ECCV core work plan are being met

Stakeholder engagement

- Perform stakeholder, agency, government and community liaison as required and act as the main media liaison point for the organisation

Communications management

- Implement & update the ECCV Communications Strategy
- Evaluate information to identify emerging community issues for possible promotion in the media or on our website
- Work closely with the ECCV Policy and Projects Officers to ensure the promotional aspects of their work are met
- Website management and overview

Volunteer/student intern support

- Where appropriate, provide mentoring support for media/communications student interns and volunteers
- Other duties as directed

Key Selection Criteria

- Ability to identify and produce media releases and briefing notes for media and public presentation
- Good understanding of current communication strategies including social media to assist in the promotion of ECCV activities and advocacy
- Strong communication skills, with the ability to clearly and concisely articulate views verbally and in writing
- Demonstrated capacity to build and maintain networks and relationships with the media, government, members and community stakeholders
- Excellent computing skills particularly in website development and maintenance, database management, desktop publishing and design
- A good understanding of the political system, political processes and policy processes
- Demonstrated experience with multiculturalism and multicultural communities

Qualifications

Appropriate tertiary qualification in journalism, media studies or social sciences or similar is essential and at least 2 years of experience as a journalist or media advisor or similar position.

Conditions

All conditions are in line with the SCHCDSI award with the exception that it is a one year contracted position with an intention to extend subject to performance and funding. This is a position subject to core funding from the Office of Multicultural Affairs & Citizenship. A 3 month probationary period applies.

Full drivers licence is desirable. Some weekend and after-hours work may be required for which time-in-lieu may be claimed.

Applicants from a non-English speaking background and/or proficient in a language other than English, are encouraged to apply

ECCV is an Equal Opportunity Employer.

Application Process

Applications addressing the Selection Criteria to be emailed to eccv@eccv.org.au or sent to the following address by COB Monday 20 March 2017:

Dr Irene Bouzo, Executive Officer
Ethnic Communities' Council of Victoria
Suite 101, 398 Sydney Road
Coburg VIC 3058

For a discussion contact Dr Irene Bouzo on 03
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F: 03 9350 2694