

## Position Description

# Sector Communications and Engagement Officer

---

Ethnic Communities' Council of Victoria Inc. (ECCV) represents the voices of multicultural Victoria.

We are a community based, member driven peak body for ethnic and multicultural organisations committed to strengthening and building our community through advocacy and leadership and by empowering people from culturally diverse backgrounds.

Our vision is to help build a culturally diverse and harmonious society that is just, fair, and inclusive for all Victorians.

### Our Values

- Integrity
- Empowerment
- Respect
- Courage
- Equality
- Compassion

### Position Specification

<b>Position:</b>	Sector Communications & Engagement Officer
<b>Reports to:</b>	Media & Member Engagement Manager
<b>Hours:</b>	0.8 FTE (4 days per week)
<b>Term:</b>	June 30 2023
<b>Salary:</b>	Social, Community, Home Care and Disability Services Industry (SCHCDSI) Award 2010 Classification Level 4

### Position Statement

The Sector Communications & Engagement Officer works as part of the Media, Communications & Membership Team to produce regular communications that supports ECCV's key activity and advocacy areas. This includes the production of aged care communications assets, disability resources and a monthly newsletter targeted at sector stakeholders and the wider community. The Sector Communications & Engagement Officer also designs and produces high quality communication material and publications to support aligned areas of activity and sector engagement. The position is required to support the implementation of workshops and events as directed by the Manager.

## **Key Responsibilities**

### **a) Content**

- Under the direction of the Media & Member Engagement Manager produce and distribute key ECCV communications assets, including content for website and social media.
- Develop content and support the implementation and management of dedicated Aged Care and Disability Resource Hubs on the ECCV website.
- Review and evaluate audience engagement with a broad range of digital assets as part of reporting and continuous improvement.
- Produce a range of promotional collateral to support aligned areas of project activity.
- Work as part of the Media, Communications and Membership team to explore new mediums and platforms to reach and grow target audiences with the goal of improving the profile and impact of ECCV's work.
- Support the organisations' Communications Plan by working to deadlines and managing competing work priorities.
- Other appropriate content production duties as required by the Manager.

### **c) Administration**

- Maintain and update contact and stakeholder lists within the ECCV CRM to reflect key relationships as part of effectively engaging stakeholders.
- Provide administrative support for the successful delivery and evaluation of sector events and workshops.
- Other appropriate communications and engagement administrative duties as required by the Manager.

## **Key Selection Criteria**

### **Qualifications**

Tertiary qualification in media, communications, marketing or related discipline, with at least 3 year's work experience in a related field.

### **Knowledge and Skills**

- Excellent computer skills and confidence in using a range of software applications and graphic design tools (Canva, Adobe Creative suite desirable).
- Comprehensive technical knowledge and skills in using a range of digital platforms (web, social media, EDM and CRM) to support targeted communications with different audiences.

- Demonstrated knowledge of the way digital communications are leveraged to increase organisational profile and effectiveness.
- Excellent written and personal communication skills, particularly in producing culturally-appropriate communications targeted at people from diverse backgrounds.
- Demonstrated experience in supporting the implementation of workshops, events and other community-based activities.
- Excellent time management skills with an ability to effectively manage competing priorities in a fast-paced environment.
- Knowledge of specific human service sectors (aged care and disability) is desirable but not essential.
- Attention to detail and ability to meet deadlines.

### **Personal Qualities**

- Actively engages with peers and others to build productive relationships based on mutual respect, collaboration and trust.
- Interest in and knowledge of a range of cultures and a curiosity to understand the views of others.
- Demonstrated commitment to ECCV's values and temperament for engaging in behaviour that is values-driven.
- Demonstrated commitment to achieving common objectives of the ECCV and drive and energy towards achieving work targets.
- Perseverance in achieving objectives despite limited resources, tight deadlines and occasional setbacks.

### **Conditions**

- All conditions are in line with the SCHCADS Award.
- The role is subject to periodic professional review and development
- Some weekend and after-hours work may be required for which time-in-lieu can be claimed.
- People from a culturally and linguistically diverse background are strongly encouraged to apply.
- ECCV is an Equal Opportunity Employer.

### **Approved**

Chris Christoforou  
Executive Officer  
March 2021