

Position Description

Media and Communications 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

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

Position Statement

The Media & Communications Officer plays an integral role in the Media, Communications & Membership team producing and coordinating high quality content for a range of media and communications platforms. This includes content for ECCV social media and websites, designing ECCV publications, and writing powerful stories that capture and communicate ECCV's advocacy and campaign priorities. Operating in a fast-paced environment under the general direction of the Media & Member Engagement Manager, the position works and collaboratively to achieve agreed outcomes in line with ECCV's Operational Plans. The Media & Communications Officer is also responsible for supporting membership engagement, including through dedicated member communications and playing a hands-on role in events and other community activities.

Key Responsibilities

a) Content

- Under the direction of the Media & Member Engagement Manager, produce and coordinate the distribution of digital content that supports ECCV's strategic communications priorities including through newsletters, social media and websites
- Develop publishable content for ECCV activities, campaigns and events in a variety of formats and styles, operating under approved project plans and style guides
- Undertake the layout and design of ECCV publications including reports, papers and presentations
- Capture and produce stories for a range of platforms that communicate powerful messages in line with advocacy & campaign priorities
- Review and evaluate audience engagement with a broad range of digital assets as part of reporting and continuous improvement.
- 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.

b) Events

- Promote opportunities to participate in ECCV events to members and other stakeholders in line with Advocacy and Membership plans
- Support the logistics of key ECCV events including Conferences, Orations, Forums and the AGM by working collaboratively with internal and external stakeholders
- As directed, actively participate in community events and activities that support ECCV priorities

c) Administration

- Support the growth and maintenance of ECCV's CRM through data entry and the management of data lists
- Actively support targeted member engagement activities by acting as an effective touch point for ECCV members
- Other appropriate administration duties as required by the Manager.

Key Selection Criteria

Qualifications

Tertiary qualification in media, communications, marketing or equivalent, 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 design tools
- Comprehensive technical knowledge and skills in using a range of digital platforms (web, social media 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 communication skills, particularly in producing culturally appropriate content 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.
- Experience within the media industry is desirable but not essential.

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

April 2021