



POSITION DESCRIPTION

Digital Content and Social Media Coordinator

Ballarat & Grampians Community Legal Service (BGCLS) is a for-purpose organisation providing **free** legal advice, representation, information and community legal education to people who live, work or study in the Central Highlands and Wimmera regions of Victoria.

BGCLS assists not only with individual legal matters, but also more broadly in community development, community legal education, capacity building and law and policy reform projects based on the needs of our community.

We actively work in partnership wherever possible, with government, Victoria Legal Aid and other publicly funded legal assistance service providers, pro bono contributors, the private legal profession, community services agencies and other community partners to ensure the best outcomes for their clients and community.

Position Title:	Digital Content and Social Media Coordinator
Accountable to:	CEO
Reports to:	Project Manager – Health Justice Partnerships
Direct Reports:	Nil
Award:	Social, Community, Home Care and Disability Services Industry Award 2010 (SCHCADS) Community Services Worker.
Level:	Level 3.3
Conditions:	All conditions are in accordance with the award and the current Community Legal Centres Multi Business Agreement.
Salary Packaging:	The benefits of tax-effective Salary Sacrifice arrangements are available to all staff subject to BGCLS's ongoing Fringe Benefits Tax exempt status.

POSITION SUMMARY

The Digital Content and Social Media Coordinator will develop and implement a marketing and communications strategy to support project implementation and organisation positioning. Working within the context of a health justice partnership, the Digital Content and Social Media Coordinator will work collaboratively with the project team and our partner service providers to achieve project outcomes.

DUTIES & RESPONSIBILITIES

Digital Content and Social Media

- Creation of valuable, relevant and visual content for social media and digital platforms
- Develop strategies to engage with a range of communities in the region using their existing digital networks
- Collaborate with the project team to ensure content is relevant to evolving project needs
- Support the broader positioning of BGCLS through digital content and social media activities

Project Management

- Contribute to the development of a project implementation plan that aligns with research informed Health Justice Partnership frameworks
- Approach marketing and communication activities with a mindset of innovation and best practice
- Ensure marketing and communications activities achieves funding target and requirements
- Problem solve collaboratively internally and with partners to achieve optimum outcomes for clients and community members
- Contribute to the reporting requirements for funding acquittals and to advocate for identified needs in various communities across the region

Stakeholder Engagement

- Develop formal and informal partnerships to deliver project purpose and strengthen broader service delivery of BGCLS in communities across the region
- Through networking and proactive relationship building, establish connections with stakeholders that support the implementation of the projects and provides a foundation for further opportunities

Administration

- Maintain records of activity that align with reporting requirements
- Provide general customer service support at BGCLS offices as required
- Other duties as reasonably directed

EXPECTATIONS OF ALL BGCLS EMPLOYEES

Health and Safety

- Create, maintain, and foster a safe workplace
- Identify, report & correct any unsafe acts, conditions, or behaviours according to BGCLS's Policies and Procedures and OH&S requirements

Risk Management

- Ensure compliance with all requirements of the Risk Management guide for Community Legal Services
- Operate within BGCLS policies, procedures, funding guidelines, practice directions and legislative requirements

EEO and legislative requirements

- Support equal opportunity
- Require all staff to be sensitive and inclusive of individual needs including but not limited to cultural, religious, and sexual orientation
- Encourages applicants from diverse backgrounds

Professional Development

- Undertake appropriate professional development activities to maintain and enhance the knowledge and skills required to fulfil the responsibilities of the position and comply with CPD requirements if required

Code of Ethics and Conduct

- Actively support BGCLS vision, purpose, and values
- Ensure compliance with BGCLS Code of Ethics and Conduct
- Supports equal opportunity and requires all staff to be sensitive and inclusive of individual needs including but not limited to cultural, religious and sexual orientation

KEY SELECTION CRITERIA

1. Experience in developing digital content and coordinating social media activity for the community services sector and/or project specific initiatives
2. Demonstrated ability to adapt strategies to unique community needs and opportunities
3. Demonstrated ability to problem solve and think innovatively and critically
4. Experienced in developing new and existing relationships to achieve project outcomes in a mutually beneficial manner
5. Ability to operate within project guidelines and funding requirements

QUALIFICATIONS

- Tertiary qualifications in relevant discipline
- Current Victorian Driver's Licence
- Cleared National Police Record Check (it is the responsibility of all staff to notify the organization immediately if there are any changes to their criminal records status)
- Current right to work in Australia
- Valid, employer Working with Children Check
- Physical ability to safely undertake all aspect of the position