

# Position Description

POSITION DETAILS	
Position Title	Communications Lead
Hours/Fortnight	0.8 FTE
Award and Level	Level 7
Location	West Perth
Reports to	CEO
Supervision of	Nil
Date Effective	February 2024
ORGANISATIONAL CONTEXT	
	<p>The Centre for Women's Safety and Wellbeing (CWSW) is the leading voice for women and children affected by gender-based violence in Western Australia. CWSW is an independent organisation and the peak representative body for women's specialist domestic and family violence, community-based women's health, and sexual assault services in Western Australia. CWSW works with governments, peak bodies, community, and private organisations to prevent violence against women, promote women's health, advance gender equity, and to ensure that women's voices are integral to policy, legislation, and services. CWSW takes an intersectional approach that recognises the multiple forms of discrimination many women face, so that responses to these issues address the particular and diverse needs of women.</p> <p>CWSW holds a central position in the Western Australian domestic and family violence system and its strategic governance. We are committed to being an independent voice to effect sustainable and purposeful systemic and social change.</p>
ROLE CONTEXT	
	<p>In line with the organisation's purpose and strategic plan, the Communications Lead will work closely with the leadership team to design, develop and implement a program of work focused on:</p> <ul style="list-style-type: none"> <li>• Raising and strengthening the profile of the specialist domestic, family and sexual violence sectors and the community-based women's health sector.</li> <li>• Expanding and deepening the peak's engagement with our membership base.</li> </ul>

	<ul style="list-style-type: none"> <li>• Extending the reach and deepening engagement with the peak's advocacy, professional development, capability building, sector development, thought leadership and awareness raising activity.</li> <li>• Ensuring that communications are aligned to the organisation's strategic priorities and informed by evidence, practice expertise and lived experience.</li> </ul> <p>The role of the Communications Lead is to coordinate all aspects of the internal and external communications, to promote CWSW as the thought leaders in the domestic and family violence sector, sexual violence sector and women's community health sector.</p>
<b>ROLE RESPONSIBILITIES</b>	
<b>Strategy and Leadership</b>	<ul style="list-style-type: none"> <li>• In consultation with the CEO and in collaboration with the leadership team develop, implement and oversee the organisation's internal and external communications strategy.</li> <li>• Provide strategic and technical advice to the CEO and leadership team on strategy, stakeholder engagement, programs, projects, policy and partnerships.</li> <li>• Work closely with the leadership team and collaboratively with all team members to contribute to the achievement of CWSW objectives.</li> <li>• Participate in organisational development and planning initiatives.</li> <li>• Deliver key communications activities to reach and positively inform and influence our key stakeholders.</li> <li>• Maintain awareness of ongoing and emerging issues and themes in the public, media and sector conversations around domestic and family violence, sexual violence and women's health.</li> <li>• Input into funding, annual and board reporting.</li> </ul>
<b>Operations and Reporting</b>	<ul style="list-style-type: none"> <li>• Overseeing the CWSW Communications calendar, ensuring all key dates, campaigns and events are included and content is organised for CWSW's media platforms.</li> <li>• Overseeing the CWSW communications and style guide, ensuring it is updated as needed and it is shared with all staff and new staff through inductions.</li> <li>• Oversee and support key internal and external communications and engagement activity, including website and social media presence, press releases and media engagement, membership engagement and eNewsletters.</li> <li>• Provide communications coordination for key campaigns, in consultation with CWSW and relevant stakeholders.</li> <li>• Reviewing news, media releases and relevant websites to source content and identify upcoming events and opportunities.</li> </ul>

	<ul style="list-style-type: none"> <li>• Developing and managing a database of media contacts.</li> <li>• Respond in a timely and effective way to all contacts and correspondence as required or directed.</li> <li>• Creating visually impactful, responsive and on-brand content for CWSW's social media channels. This includes infographics, graphic, image, video-based content, and collaborative material from our members and stakeholders.</li> <li>• Ensure the maintenance of the CWSW website, including liaising with suppliers and key stakeholder to ensure format, accessibility, manageability and content is fit for purpose.</li> <li>• Coordinate the functions of the CWSW website and content, ensuring information is current, relevant and engaging.</li> <li>• Create and distribute member/sector updates, collecting feedback from members and continually improving how we communicate most effectively with multiple stakeholder demographics.</li> <li>• Coordinate proactive and reactive media and engagement activity, including working collaboratively with the leadership team and subject matter experts to prepare written commentary, interview briefings and speaking notes.</li> <li>• Provide monthly reports on key activities to line manager.</li> </ul>
<b>Risk and Compliance</b>	<ul style="list-style-type: none"> <li>• Report on risks relating to projects and activities as required.</li> <li>• Participate in the Performance Development process, including regular review of individual workplace performance and strengths against the accountabilities and performance objectives associated with the role.</li> <li>• Ensuring all external communications are aligned with CWSW communications guide.</li> </ul>
<b>Finance</b>	<ul style="list-style-type: none"> <li>• Work within the prescribed budget for activities falling within the Communications Lead role.</li> </ul>
<b>Organisational Expectations</b>	<ul style="list-style-type: none"> <li>• At all times abide by the policies and procedures of CWSW.</li> <li>• Contribute positively to promoting a culture of health, safety and wellness for employees and students at CWSW.</li> <li>• Ensure workplace behaviour is consistent with the organisation's Code of Ethical Behaviour and Core Values.</li> <li>• Perform responsibilities in a manner that reflects, and responds to, a focus on continuous quality improvement.</li> <li>• Contribute to the efficient and effective functioning of the team to meet organisational objectives. This may include covering responsibilities outside the advocacy, policy and engagement role because, as the team is small, staff are required to work flexibly to meet the demands on the organisation.</li> </ul>

SELECTION CRITERIA	
<b>Essential Criteria</b>	<ul style="list-style-type: none"> <li>• Qualifications in a relevant area such as communications, marketing, public relations, or health promotion (or relevant experience in a related role).</li> <li>• Strong experience in strategy and implementation of communications, especially relating to branding, campaign, digital and member/sector engagement.</li> <li>• Exceptional writing and editing skills, demonstrating accuracy, creativity and a knack for presenting complex information in a clear and engaging way, across a range of formats.</li> <li>• Highly developed interpersonal skills, including presentation, influencing and negotiation skills, ability to listen and adapt to audience needs, and the ability to lead and facilitate groups.</li> <li>• Excellent analytical and communication skills (both written and verbal), demonstrating accuracy, creativity and a knack for presenting complex information in a clear and engaging way, across a range of formats.</li> <li>• Strong organisational, time management and planning skills, including ability to meet deadlines, establish priorities and work under pressure.</li> <li>• Highly organised and self-motivated, with the ability to work autonomously and as a team, in a fast paced and challenging work environment.</li> <li>• Experience working in the not-for-profit community sector.</li> <li>• Knowledge of family, domestic and sexual violence and women's health key issues.</li> <li>• Commitment to the values and objectives of the Centre for Women's Safety and Wellbeing.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience working in the specialist family violence sector and/or in a peak or member organisation.</li> <li>• Growth and learning mindset, able to adapt and pivot quickly to achieve outcomes.</li> </ul>
ADDITIONAL INFORMATION	
<b>Work Health and Safety</b>	All employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve work health and safety.
<b>Other requirements</b>	National Police Check (no more than 6 months old)
<b>Vaccination</b>	COVID-19 vaccination is required in accordance with the CWSW COVID-19 Vaccination Policy