

### **VicSRC Communications Officer**

**Hours:** 3 days (22.5 hours) per week

**Remuneration:** \$63,232 - \$67,184 pro-rata classified under the SCHCADS Award Level 4 (YACVic pays above award rates).

**Status:** Fixed term contract until 31 August 2018, with the potential to be extended subject to funding.

**Location:** Based in Melbourne CBD. This role may require some travel within Victoria and occasional weekend and after-hours work.

### **About the Victorian Student Representative Council**

The [Victorian Student Representative Council \(VicSRC\)](#) is the peak body representing school-aged students in Victoria. The VicSRC's vision is a world where all children and young people have access to education that is student-led, student driven and student focussed. The organisation exists to empower all student voices to be valued in every aspect of education. The VicSRC is auspiced by the Youth Affairs Council Victoria (YACVic). VicSRC core funding comes from the Victorian Department of Education and Training (DET).

### **About the Youth Affairs Council Victoria (YACVic)**

The Youth Affairs Council Victoria (YACVic) is the peak body and leading policy advocate on young people's issues in Victoria. YACVic's vision is that young Victorians have their rights upheld and are valued as active participants in their communities. YACVic is an independent, not-for-profit, member-driven organisation that represents young people (aged 12–25 years) and the sector that works with them.

### **About the role**

The VicSRC is seeking a creative, collaborative, exceptionally organised and content-savvy person to cover the existing maternity leave position of Communications Officer. This role is responsible for leading VicSRC's multi-platform communications strategy across digital content, publications, branding and media channels in order to amplify the voices of Victorian students.

Although this is a short term contract, the VicSRC is looking for applicants interested in longer term involvement with our organisation as there may be possibilities for extension.

The VicSRC approach to communications is all about telling our story and putting students front and centre to transform the way people think about, and do, education. The successful applicant will coordinate VicSRC's communications cycle, using the power of story and creative content production to build impactful engagement with students, teachers and education stakeholders in Victoria.

### **Key responsibilities**

1. Manage the ongoing development and implementation of the VicSRC communications strategy across digital content, publications, branding and media channels
2. Produce digital and print-based content to complement the VicSRC's campaigns, advocacy and research
3. Coordinate the design and production of student-led content and collateral for all VicSRC's programs and events and maintain relationships with internal and external suppliers
4. Manage VicSRC's digital platforms and respond to enquiries and notifications including VicSRC's websites, social media (Facebook, Twitter, Instagram, Snapchat and Youtube), digital tools (Mailchimp, Hootsuite, Flipgrid, SurveyMonkey) and email campaigns
5. Implement VicSRC communications campaigns and projects including #StudentsOfVic and #VicSRCvoices
6. Support the VicSRC Executive Officer in responding to media enquiries, and coordinating proactive media campaigns
7. Monitor monthly communications and membership analytics, including website and social media metrics
8. Maintain strong working relationships with the VicSRC Student Executive, VicSRC Members, YACVic and Department of Education and Training, Catholic Education Melbourne and other key stakeholders as appropriate.
9. Contribute to the YACVic, VicSRC and partner publications and participate in VicSRC and YACVic meetings and events as required

You will be required to perform these duties, and any other duties the employer may assign to you, having regard to your skills, training and experience.

### **Reporting**

This role reports to the VicSRC Executive Officer. This role has no direct reports.

### **Key Selection Criteria**

1. Exceptional organisational and time management skills, the ability to multitask and an eye for detail.
2. Demonstrated understanding of the concepts of student voice and youth participation and/or relevant experience of working collaboratively with young people.
3. Exceptional verbal and written communication skills with the ability to produce copy with a youth voice and beautiful, engaging visual content.
4. Demonstrated experience in website management systems and administration, including familiarity with custom CMS and Wordpress.
5. Demonstrated ability to create effective advocacy campaigns across social media and traditional media channels.
6. Demonstrated experience in Adobe suite including InDesign and Photoshop (essential), and Illustrator and Premiere Pro (desirable but not essential).
7. Demonstrated ability to work independently and display initiative and creativity, and to create and maintain professional networks.
8. Demonstrated understanding of appropriate behaviours when engaging with children and young people from diverse backgrounds and commitment to the Code of Ethical Practice for the Victorian Youth Sector.
9. Qualifications relevant to the role or equivalent in work experience.

10. A current Victorian driver's licence.

### **Employment conditions**

The VicSRC Communications Officer is a YACVic employee.

YACVic is an Equal Opportunity Employer. People with disabilities, people from culturally and/or linguistically diverse backgrounds and Aboriginal people are encouraged to apply for this position.

YACVic promotes the safety, wellbeing and inclusion of all children and young people, including those with a disability, those who are Aboriginal or those from refugee or migrant backgrounds. We take child protection very seriously. All employees are subject to screening and assessment against child safety standards, including rigorous background, identity and reference checks. The successful applicant will require a current Working with Children Check and Police Check (costs reimbursed) and must agree to adhere to our child safe policy and code of conduct.

### **Application Process**

Applications should be addressed to Nina Laitala, VicSRC Executive Officer, and emailed to [eo@vicsrc.org.au](mailto:eo@vicsrc.org.au) with *VicSRC Communications Officer* in the subject line and **must** include:

- a brief cover letter/email stating where you saw the job advertised;
- your resume, including contact details for a minimum of two referees, including your last line manager (we will not contact referees without your permission).
- a separate document detailing your response to each Key Selection Criteria.

Applications close 9am Monday 15 January and interviews are likely to be held on Wednesday 17 January in Melbourne CBD.

If you have any questions about the role, please contact Nina Laitala on 9267 3744.