

## Communications Manager

### Level 7 – Early Intervention Services

### Perth Office

### Job Description

The Communications Manager oversees the development of Legal Aid WA's corporate communications, publications, digital and social media. They play a key role in shaping Legal Aid WA's messaging, strategy and relationships with key stakeholders across the sector, ensuring alignment with our values and strategic outcomes. The position involves developing and implementing a communications strategy for internal and external communications.

### About Legal Aid Western Australia

Legal Aid Western Australia provides information and resources to assist the community with their legal concerns, and offers a range of services aimed at target groups or individuals with particular legal problems. Through our regional offices and main office in Perth, and working in partnership with private practitioners and other service providers, we are committed to providing equitable access to services, regardless of regional and time constraints.

Assistance is designed to help people resolve their problems at the earliest opportunity, to improve their access to the law, to avoid unnecessary litigation, and to ensure that legal representation is in keeping with community expectations of fairness.

### Vision, Mission and Values

#### Vision

Equitable access to justice to support a fair and safe community

#### Mission

To assist the community by providing quality and timely legal help to those who need our assistance

#### Core Values

**Making a difference** We are committed to helping people understand and protect their rights

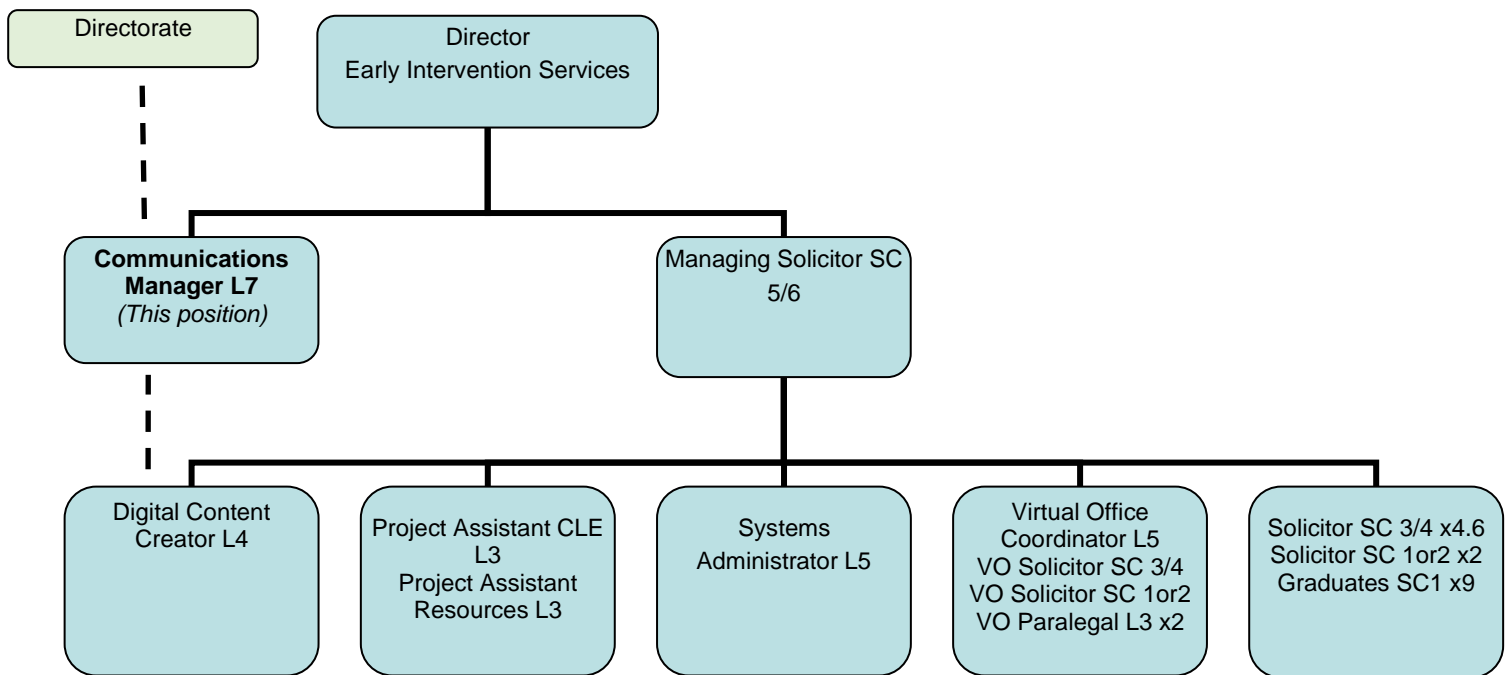
**Client-centred** We put clients at the centre of everything we do

**Respect** We care about our clients and the community in which we live

**Innovation** We are committed to continuous improvement

**Transparency** We are an open and accountable organisation

## Reporting Relationships



## Scope of Duties

- Identifies, through research and analysis, opportunities to improve and streamline processes associated with corporate communications and digital media.
- Provides strategic advice to the Early Intervention Services Division, Directorate and whole of agency on public relations and communications and shapes Legal Aid WA's messaging.
- Provides a range of services to develop and implement innovative communication solutions for the wider agency and where relevant within the community legal assistance sector, including developing and implementing a communications strategy.
- Leads preparation of corporate publications including annual and quarterly reports, newsletters, media releases and corporate announcements.
- Coordinates and oversees internal communications within Legal Aid WA, in conjunction with the Directorate and Business Services Divisions, and supervises other communications staff in the Early Intervention Services Division.
- Leads communication and marketing efforts to enhance Legal Aid WA's public image and profile and position it as the leading provider of legal services in WA.
- Oversees development and implementation of protocols, tools and templates to ensure Legal Aid WA has a consistent brand, including development of a style guide for all internal and external communications and publications.

- Manages Legal Aid WA's social media accounts including developing Legal Aid WA's voice, working in close consultation with staff in the Early Intervention Services Community Legal Education team to achieve agreed outcomes.
- Oversees and informs development of digital and graphic content for publications and social media, in close consultation with the Early Intervention Services Community Legal Education team.
- Presents information in an effective and concise style for Legal Aid WA's website.
- Builds and strengthens relationships with key stakeholders and funders.
- Plans and coordinates major events involving external stakeholders, including service launches, tours, speaking events and other opportunities to raise the profile and standing of Legal Aid WA.
- Liaises with external consultants in relation to media and promotional activities.
- Works collaboratively as a member of a team, which positively contributes to an innovative work environment and achieves outcomes that meet the objectives of the Early Intervention Services Division.
- Delivers to a high standard under time constraints.
- Works autonomously with minimal supervision but seeks direction when appropriate.
- Performs other duties as required.

## Selection Criteria

### ESSENTIAL

- Highly developed oral and written communication skills, and the ability to convey concepts clearly and concisely.
- Demonstrated strategic conceptual, analytical and problem-solving skills and the ability to identify emerging trends and opportunities within a related environment
- Demonstrated ability to provide direction and influential leadership to achieve strategic objectives.
- Demonstrated ability to design and implement innovative communication, marketing and engagement solutions to achieve excellent results.
- Ability to produce high quality, engaging, creative content for a range of audiences and communication channels.
- Excellent organisational skills including the ability to prioritise work and meet required timeframes.
- Sound interpersonal skills and demonstrated ability to establish and maintain strong relationships with internal and external stakeholders.

### ESSENTIAL REQUIRED CORE COMPETENCIES

*These are essential criteria for all Legal Aid WA positions. Refer to the Core Competencies Matrix in the Application Guidelines.*

- Committed to the principles of social justice.
- Values people, partnership and teamwork.
- Willingness to learn and share knowledge with others.
- Outcome and service focused.

### QUALIFICATIONS

- A qualification in communications, media, marketing or other relevant discipline (Desirable)

### DESIRABLE:

- Experience in the use of content management systems and Adobe Creative Suite.
- Experience managing social media accounts.
- Experience designing and implementing stakeholder and public relations programs and events.
- Knowledge of government and community legal sectors.

All appointments to Legal Aid Western Australia are subject to satisfactory National Police Certificate, integrity check, 100 Point Identification check and evidence of vaccination against COVID-19.

## Remuneration Information

### Terms, Conditions and Benefits

- Fixed term – Full Time, Perth CBD.
- Salary Range: Public Sector CSA Agreement 2021, General Division Level 7 - \$120,725 to \$129,033 gross per annum.
- Benefits: 10.5% employer superannuation contributions paid to GESB or the superannuation scheme of your choice. Annual Leave Loading up to a maximum of \$1,815.47 per annum.
- Excellent salary packaging scheme. Subject to the requirements of relevant taxation legislation, rulings and determinations, employees of Legal Aid WA are able to salary package a percentage of base salary as a combination of “cash” and benefit items. Non-cash benefit items include: superannuation, lease of motor vehicle for private use, home mortgage payments, home rental payments, school fees, health and life insurance, living expenses and meal entertainment.
- Flexible work arrangements.
- Family friendly work environment, including a dedicated Family Room.
- Modern office space.
- 37.5 hour working week; four weeks Annual Leave per year; 15 days Personal Leave per year (Sick & Carer’s); 3 Public Service Holidays per year; options for purchased leave arrangements.
- Fully subsidised annual CPD training and relevant professional memberships. In addition, learning and professional development and study leave opportunities are available.
- Social Club, which operates from the Perth Office.