

Position Description

Communications Coordinator

3-year fixed term contract
Full time, 5 days / week
Sydney based

1. The Public Interest Advocacy Centre

The Public Interest Advocacy Centre is a leading social justice law and policy centre. We build a fairer, stronger society by helping to change laws, policies and practices that cause injustice and inequality.

Our work combines:

- legal advice and representation, specialising in test cases and strategic casework;
- research, analysis and policy development; and
- advocacy for systems change and public interest outcomes.

We actively seek to collaborate and partner in our work to maximise its impact. Our priorities include reducing homelessness; First Nations justice; climate change and social justice; equality and non-discrimination; asylum seeker rights; and the fair use of police powers.

2. Position overview

Communicating about our work through the media and our owned digital channels is a central element of PIAC's advocacy. The Communications Coordinator (the Coordinator) will help to build support for PIAC's work and amplify PIAC's contribution to public debate.

The Coordinator will help develop and implement a range of communications projects, assisting the Media and Communications Manager to tell compelling stories that demonstrate the impact of our projects and inspire our community to actively engage in PIAC's work.

The Coordinator will assist in producing and coordinating external communications, working across channels including email, social media and PIAC's website, and provide essential administrative support.

A central focus of the role will be the 'Raise the Age' campaign to raise the minimum age of criminal responsibility from 10 years to at least 14 years, which PIAC is coordinating within NSW. The Coordinator will develop media and social media campaigns and collateral to increase community and political support for this reform, working in partnership with a diverse range of stakeholders, including First Nations, legal and human rights, health and other groups.

The Communications Coordinator reports to the Media and Communications Manager and works closely with the Campaign Manager – Raise the Age, Relationships Manager, Relationships Coordinator and Director of Policy and Advocacy.

3. Major accountabilities

- 3.1 Develop, deliver and evaluate social media campaigns, mass email communications, website content and related digital assets to support PIAC's programs and fundraising, with a specific focus on the NSW Raise the Age campaign.
- 3.2 Work in partnership with the NSW Raise the Age coalition membership on media releases, key messages and other media activities
- 3.3 Assist with administrative tasks including media monitoring, data gathering and analysis, website updates and the development and maintenance of a digital photo library.
- 3.4 Assist with the production of annual reports and other publications.
- 3.5 Assist with maintaining a media/fundraising calendar, including significant national dates, key project milestones, internal and external events, planned EDMs.
- 3.6 Support implementation of fundraising and supporter events.
- 3.7 Support the successful implementation of PIAC's Reconciliation Action Plan

4. Knowledge, skills and experience

Essential

- 4.1 Demonstrated ability to manage competing demands and deliver high-quality results on time
- 4.2 Excellent organisational skills and outstanding attention to detail
- 4.3 Excellent interpersonal relationships skills
- 4.4 Experience in a communications role, preferably in a not-for-profit or advocacy organization
- 4.5 Excellent communication skills and the ability to produce digital and print media content including copy, photography, graphics and video
- 4.6 Experience designing and delivering social media and traditional media campaigns to support advocacy and fundraising
- 4.7 Demonstrated ability to work with diverse stakeholders in preparing campaign materials and key messages

Desirable

- 4.8 Bachelor's degree in communications, marketing, or related field
- 4.9 Experience in data analysis and reporting in relation to communications activities
- 4.10 Experience with website management systems such as WordPress

5. Conditions

Annual salary range: \$80,545 to \$84,459 (pro rata where applicable) plus leave loading and superannuation. PIAC is a Public Benevolent Institution and is currently able to offer salary packaging subject to PIAC's Salary Sacrifice Policy.

The position is offered 5 days per week for a fixed term of three years.

PIAC requires all employees to have up-to-date COVID-19 vaccination.

6. Applications

Your application should be no longer than 6 pages in total. An application should comprise a cover letter, resume, and a statement outlining your suitability for the role with reference to the selection criteria (see 'knowledge, skills and experience').

Applications should be sent by email to jobs@piac.asn.au

Inquiries about the position should be addressed to:

Dan Buhagiar
Media and Communications Manager
dbuhagiar@piac.asn.au