

Position Description

Media Coordinator

Organisational context

Domestic Violence Victoria (DV Vic) is the peak body for specialist family violence services for women and children in Victoria. We are an independent, non-government organisation.

Our vision is for a world where women and children can live fulfilled lives, free from fear and violence.

To achieve this, we:

- advocate and provide advice to government with and on behalf of our members
- lead innovation and influence policy, legislation and community attitudes
- work with our members to strengthen specialist family violence practice and build the capacity of human services
- work respectfully and collaboratively with all our partners.

Our work is informed by the experiences of women and children affected by family violence.

DV Vic is committed to the core values of equality, integrity and respect. Our values are reflected in the way we work and engage with others including our members, colleagues, and government.

Read our [Strategic Plan 2016-2020](#) for more information about what we do and where we're headed.

Role Context

- The Media Coordinator is a newly created position at DV Vic that will leverage and build on the current momentum and growing awareness in the community on family violence and violence against women. While this community awareness is at an unprecedented high, there remains much to be done to build stronger understandings of the causes and consequences of violence against women.
- The Media Coordinator will implement the DV Vic media strategy in line with the DV Vic Strategic Plan.
- Working alongside the CEO and across the whole organisation, the Media Coordinator will play a key role in supporting consistent and evidence-based messages across DV Vic member organisations.

- As a peak body, the Media Coordinator will also work to support DV Vic members to build their media resources and capability through skills development activities, supporting cross-sector collaboration and providing advice.

Organisational Values

Respect, Equality, Integrity.

Position specifications

Role title:	Media Coordinator		
Located:	Melbourne CBD	Classification Level / Award:	DV Vic level 6.1
Employment Period:	12 months (inclusive of 3 month probation)	Remuneration:	\$80,936 per annum; \$40.96 per hour Salary sacrificing arrangements are offered within Australian Taxation Office guidelines
Reporting structure:	Media Coordinator will report to the Chief Executive Officer		
Hours and basis of employment:	Full time (38 hours per week) or part time negotiable DV Vic standard working hours are 7.00am to 7.00pm, Monday to Friday.		

Position Statement

The Media Coordinator will work to ensure that DV Vic's media communications are effective, targeted and credible. The position will support development and implementation of strategies to maintain and build the media profile of DV Vic, the specialist family violence sector, and issues related to addressing and

preventing family violence. This work will include providing support to DV Vic's member services in their respective media communications and with building stronger collaboration with other sectors.

The Media Coordinator will work with the CEO to:

- develop strategies and create content to support DV Vic's media communications objectives
- contribute to the development of an election strategy that includes sector collaboration
- build on the current political and community momentum for addressing family violence
- strengthen the roles of DV Vic and the specialist family violence sector as trusted voices on addressing and preventing family violence
- support capacity building efforts to enhance the quality and accuracy of reporting on family violence and other forms of violence against women in Victoria.

Position Responsibilities

1. Media monitoring & relationship building

- Monitor daily media
- Develop and maintain relationships with journalists and media outlets
- Maintain up-to-date media distribution and contact lists
- Develop relationships with expert spokespersons on family violence and related fields
- Act as the key contact point for DV Vic media enquiries and facilitate media access to credible and expert sources in the family violence and related fields.

2. Media strategy and planning

- Coordinate the implementation and evaluation of DV Vic's media strategy, including processes for timely and reliable interactions with news and social media; develop proactive media content and; facilitate DV Vic's policy and practice teams to have input to DV Vic's media commentary.

3. Media communications

- Through timely media monitoring, identify opportunities for responsive and proactive commentary
- Develop key messaging and media pieces, in partnership with DV Vic teams, including for social media, media interviews, articles and media releases, and in-house key messaging documents.

4. Sector support and prevention

- Provide information and support to DV Vic's member agencies to aid their awareness of family violence issues within news and social media and build their capacity for consistent and evidence-based messaging
- Provide direct support to media and communications roles within DV Vic's member agencies
- Facilitate coordination and collaboration across sectors in capacity building efforts required to enhance the quality and accuracy of media reporting.

Key Selection Criteria

Essential

1. Qualifications and experience in media, including within the context of family violence and/or other community sector issues.
2. A comprehensive understanding of the determinants and dynamics of family violence and other forms of violence against women, and measures to effect social change.
3. Strong understanding of news media production, agendas and processes and of diverse media formats.
4. Excellent written, verbal and interpersonal communication skills, including: the ability to produce high quality, engaging and media-friendly content in diverse formats; work strategically and respectfully with diverse teams and stakeholders and; facilitate discussion and constructive, collaborative effort.
5. High level organisation and time management skills.
6. A commitment to the values of respect, equality and integrity and an interest in building a world where women and children can live fulfilled lives, free from violence and fear.

Desirable

7. Experience in political advocacy and campaigning.
8. An understanding of the work of a community sector peak body.

Application Process

Interested persons should send a current resumé with a covering letter addressing the key selection criteria to:

Fiona McCormack, Chief Executive Officer
admin@dvvic.org.au

Applications close: COB Monday 2 April 2018

Contact for further information: Contact Claire Bauska Ph: 9921 0828 or clairebauska@dvvic.org.au

DV Vic values diversity and encourages women from diverse backgrounds to apply.

Applications that do not address the selection criteria will not be considered.

Applicants must have the right to live and work in Australia to be considered for this job.