# POSITION DESCRIPTION

## Media and Communications Officer

| **POSITION TITLE** | Smart Justice for Young People  
Media and Communications Officer (9 months contract) |
|--------------------|-------------------------------------------------------------------------------------------------|
| **INDUSTRIAL INSTRUMENT** | Conditions of employment comply with the *Community Legal Centres Multi-Business Agreement (MBA)*  
Certified Agreement 2006-2009 and pay rates in the *Social, Community, Home Care and Disability Services Industry Award 2010 (SCHCADS)*. |
| **FULL-TIME/PART-TIME** | Part-time (0.6 EFT: 3 days per week)  
Youthlaw operates on a 38 hour week. |
| **CLASSIFICATION** | Level 6(1) to 6(3) of the SCHCADS Award 2010 |
| **RENUMERATION** | This position has a base salary range of $70464.16 to $73,586.24 (pro rata)  
In addition:  
- Salary packaging  
- Superannuation (9.5%)  
- Annual leave with loading of 17.5%  
- Additional paid leave (pro rata) between Xmas and New Years Day |
| **REPORTS TO** | Director |
| **CONTACT TO DISCUSS POSITION** | Ariel Couchman, Director |
| **CONTACT DETAILS** | [ariel@youthlaw.asn.au](mailto:ariel@youthlaw.asn.au) or (03) 9611 2412 |
Youthlaw is Victoria's state wide community legal centre for young people under 25 years. Youthlaw works to achieve systemic responses to the legal issues facing young people through casework, policy development, advocacy and preventative education programs, within a human rights and social justice framework.

Youthlaw convenes a cross sectoral youth justice advocacy coalition called Smart Justice for Young People (SJ4YP). SJ4YP is a coalition of over 30 legal & non-legal community organisations that promotes evidence-based youth justice approaches, especially early intervention, prevention and diversionary approaches to youth offending that benefit those young people and their communities.

This position has been created within the context of growing public debate, negative, even alarmist media reporting and government action in regard to youth crime and youth justice.

In response a broad youth justice network of concerned organisations and individuals has agreed to work towards developing and implementing a media/communications strategy to promote counter messages and change the negative youth crime and youth justice narrative to one that talks about positive stories and practical solutions.

This position has been made possible through the use of some fund from a grant from the Victorian Legal Services Board for SJ4YP’s project called Building the case for Youth Justice Reinvestment, and contributions from a number of organisations concerned about youth justice & the public commentary on youth crime.

This justice reinvestment project involves exploring justice reinvestment as an alternative approach to reduce youth offending overtime, and building the case for government to embed this approach in future policy and practice.

This largely self directing position will have a focus on supporting Smart Justice for Young People members and supporters to produce proactive media work on youth crime and youth justice issues.

The aim of the work undertaken will be to change the public understanding/narrative about youth justice and youth crime and the promotion of positive /perspectives and solutions that is inclusive of the views and experience of young people.

The position will engage, coordinate, collaborate and mobilise members and supporters to ensure we are effective and influential in leading the agenda for positive change and improvement in youth justice system. This in part will be done via the development of a social media campaign.

The role will aim to enhance and expand individual organisations media work in this space and generate additional media opportunities, increase media engagement and pick up of more positive stories.

Central to the role is leveraging and translating evidence of successful early intervention, prevention and diversion programs and initiatives into compelling narrative to reach new audiences, increase engagement and pick up by various media outlets and influence decision makers.
Critical to the role will be the promotion of the voice of young people in the public commentary. To this end the position will also work closely with organisations supporting and training young people to speak publicly, including Centre For Multicultural Youth (CMY), CREATE (young people with out of home care experience) and Flemington Kensington Community Legal Centre, and the Koori Youth Council.

The position will be based at Youthlaw, but will involve significant engagement with external organisations.

The position will report to the Director of Youthlaw however will work closely and collaboratively with the Youthlaw Human Rights & Advocacy Officer, and an advisory group of representatives from involved organisations.

**RESPONSIBILITIES**

- Develop a SJ4YP media and communication strategy and plan
- Develop and deliver a youth justice social media campaign.
- Produce compelling and newsworthy content for a range of print and digital communication tools
- Develop and maintain relationships with journalists
- Assist, resource and coordinate youth justice sector spokespersons for media interviews via project management platform (such as Trello)
- Track media enquiries and coverage, online communications and social media usage
- Issue media statements and contribute to social media presence
- Work closely with member organisations to gather evidence and information on what works in the youth crime/justice space
- Engage with organisations to support young people expressing their views and providing media commentary
- Become familiar with and utilise Justice Reinvestment campaign content
- Shared administrative duties

**KEY SELECTION CRITERIA**

- Qualification in journalism or communications (or other relevant qualification) and a minimum of 3 years experience in a journalism, communications or media related role
- Demonstrated expertise in media relations including relationship development, proactive engagement and targeting positive stories to appropriate audiences.
- Demonstrated experience of designing, delivering and evaluating effective social media strategies and online campaigns
- Proven ability to work with a range of traditional and non traditional media
- Interpersonal skills including ability to collaborate, work as a team, seek supervision, but work independently and autonomously.
- Ability to communicate effectively with a range of stakeholders
- Excellent time management and planning skills

**DESIRABLE**

- Established media contacts and relationships
- Experience and/or aptitude to work with young people to contribute to media content & presence.
- Experience in project development and coordination
- Experience in not for profit sector
- An understanding of the legal & non-legal issues experienced by vulnerable and marginalised young people
• Current Victorian Driver’s Licence

LOCATION, TRAVEL AND WORK OUTSIDE OFFICE HOURS

The position will be based at Youthlaw on Level 2, 19 King St, Melbourne.

The position will involve travel to a range of organisations, generally within Melbourne and outer suburbs however may involve regional locations as well.

INSTRUCTIONS FOR APPLICANTS

Closing date for application – Sunday 5th February 2016

Please provide one letter that includes your responses to the selection criteria (no more than 2 pages) and provide your CV.

Please provide at least 2 professional referees including your last employer. We will only contact your referees with your permission after an interview.

Do you want more information?
Look at our website including our most recent annual report.

All applications and any queries please direct to Ms Ariel Couchman at ariel@youthlaw.asn.au

Interviews
We will shortlist applicants and most likely interview the week beginning 6 February 2017. If you are not shortlisted we will let you know as soon as possible.

Feedback
Unfortunately we do not have the capacity to provide feedback to all applicants. Those who are shortlisted will be provided feedback.