

Marketing and Communications Officer- Level 4

Organisation Overview

Circle Green Community Legal (**Circle Green**) is a community legal centre providing humanitarian, tenancy, workplace, and family and domestic violence legal advice, further assistance, representation, advocacy, community legal education, referrals, outreach and support.

Circle Green provides accessible justice and seeks to create system, place and space to ensure a safety net of best practice legal advice, education, and advocacy. Services aim to assist people who are otherwise disadvantaged in their access to legal services.

Specialist services also support other providers of community legal services to develop local service capacity and to build strong referral pathways.

Values



Role Contribution

The Marketing and Communications Officer leads the development and is responsible for the implementation of project-specific marketing and communications to support the achievement of strategic project priorities. This role will play a key role in the amplification and visibility of select projects as a critical piece of creating social change.

This role reports to the Marketing and Communications Manager but is also accountable to the relevant Principal Lawyer and/or Project Manager in relation to the creation of specialised content and the delivery of project activities.

The Marketing and Communications Officer will develop and deliver a comprehensive marketing and communications strategy and support key advocacy initiatives across select projects. Working to raise awareness of project services and advocacy initiatives to improve community impact, this role will work collaboratively across the organisation and with key stakeholders.

Key relationships

- Reporting to the Marketing and Communications Manager

- Working with Circle Green lawyers, project managers, advocates, administration staff to deliver project specific marketing and communications activities.
- Working with the Marketing and Communications Manager and other Marketing and Communications Officers to support broader strategic priorities.
- Working with the Manager of the Working Women's Centre to support the development of a new brand and service.
- Working with other legal assistance service providers, government and community organisations, suppliers, law firms and other stakeholders.

Key Responsibilities

Project Marketing and Communications

- Develop and manage project-specific communications, marketing materials and collateral.
- Identify opportunities to raise the profile and amplify messages of key projects and services
- Manage the development or optimisation of the relevant project website.
- Create and publish content on associated websites and social media platforms.
- Develop content for newsletters and various other publications.
- Supported by the Project Manager, engage with legal assistance service providers, courts and tribunals, government and community organisations, suppliers, law firms, and other stakeholders to disseminate content.
- Conduct research, capture and report on project-specific marketing and communications efforts.

Impact measurement

- Measure success and impact of marketing and promotional programs and campaigns.
- Develop and provide reports and updates to Marketing and Communications Manager, Project Managers and / or Principal Lawyers.

Team Responsibilities

- Implement Circle Green's policies and procedures and act in accordance with the organisation's mission and values.
- Participate in meetings and planning and review activities within both the relevant project team and the central marketing and communications team.
- Carry out other duties, consistent with the role, as directed by the Marketing and Communications Manager or the relevant Principal Lawyer and / or Project Manager.

Selection Criteria

Credentials and Experience

- Tertiary degree in a relevant discipline
- 2+ years' experience in a similar role
- Demonstrated commitment to the principles of social justice and human rights
- Experience working with people from diverse cultural, socio economic and linguistic backgrounds.
- Experience within not-for-profit or community-based organisations (desirable).

Demonstrated Skills and Experience

- Ability to drive change, influence and engage others.
- Excellent strategic thinking, creativity and ability to problem solve.
- Demonstrated experience in project planning
- Excellent organisational skills, with capacity to plan a high and diverse workload, manage timelines, coordinate contributions, and deliver on high quality outcomes on time.
- Ability to provide and maintain quality service and portray a professional image on behalf of Circle Green and associated projects at all times.
- Ability to work with minimal supervision and be an effective team member.
- Strong written and verbal communication skills
- Proven experience in digital marketing and content creation.
- Technical knowledge of social media platforms, including but not limited to LinkedIn, Twitter and Facebook.
- Experience with design tools such as Canva or Adobe.
- Experience using email marketing platforms such as Mailchimp.
- High attention to detail and ability to undertake tasks with precision and accuracy when working under pressure.
- A high degree of computer literacy and proficiency in MS Office suite.
- Demonstrated capacity to work in and support a cohesive team environment.