

Position Description

Title:	Media, Communications, Events & Special Projects Lead
Work Location:	To be confirmed. The VLGA is currently operating remotely. It is anticipated that a CBD office will be secured in the near future.
Employment Type:	1 FTE (Full Time) Some work is required outside normal working hours – the VLGA has a time off in lieu policy. The VLGA may consider offering this role on a part time or job share basis.
Salary:	\$115,000 per annum (FTE) plus SGC superannuation (currently 10%)

About Us

The VLGA is an independent governance organisation supporting councils and councillors. We provide opportunities for councillor networking, professional development and information exchange and we actively engage with key policymakers and broader stakeholders to inform, influence and lead the conversations that determine the priorities for the local government sector in Victoria and support good governance at the local level.

The work of the VLGA is driven by our [Strategic Plan](#) and our [Value Proposition](#).

Our overriding value is to strengthen and support good governance in local government that will enable, promote and facilitate trust and confidence in the sector.

Organisational relationships

Reports to:	VLGA Chief Executive Officer
Supervises/Manages:	Database/Memberships Officer, casual staff and contractors as required
Internal Liaisons:	VLGA staff and board members
External Liaisons:	VLGA members and stakeholders Community members and community organisations Partners and stakeholders <i>VLGA Corporate Partners</i>

Position objectives

The position will lead the overall strategic direction of the Media, Communications & Events program at the VLGA, in line with the VLGA's Strategic Plan and Value Proposition. This position reports to the Chief Executive Officer and assists the CEO in their accountabilities to the board.

Central to this position is a high level of energy, skill and experience in engaging with a range of stakeholders.

Key responsibilities include (but are not limited to):

Media and key stakeholder relationships

- Building and maintaining relationships with media stakeholders and key contacts, including key local government and peak body stakeholders, journalists and ministerial and parliamentary offices.
- Developing media relations and stakeholder relations strategies as required.
- Acting as point of contact/media liaison for the organisation.
- Drafting media releases, statements and responses to enquiries as needed – a proactive approach is essential.
- Media monitoring – use of relevant platforms, alerts, key terms and identifying and researching emerging issues in the sector. Providing briefs and drafting responses as needed to VLGA CEO, board and staff.

Events

- Strategic oversight of events schedule (including signature, scheduled and ad-hoc events), development and implementation of event/project plans and logistics, event promotion and evaluation. Includes management of casual or contract staff in the delivery of events and liaison with venues, services and suppliers.
- Support to CEO and board (speechwriting and briefing notes as required for internal & external events)

Brand management

- Regular review and updating of strategic brand documents including Style Guide and Strategic Communications Plan and overseeing implementation and adherence.
- Collateral and resource development – oversee development of collateral and designed resources, including copywriting, proofreading and design as needed. Work with VLGA staff and external suppliers to obtain content and design expertise as required.

Website

- Content management and strategy, SEO, overseeing use and maintenance of CRM database (Database/Memberships Officer)
- EDM coordination – develop EDM strategy and schedule, write copy for regular eNews and monitor performance.

Social Media

LinkedIn, Facebook, Twitter, YouTube: copywriting, content creation (graphics, images and video) and upload, implement streamlined process for content scheduling. Expertise in targeted social media advertising and social media data analytics highly desirable.

Requisite skills and knowledge

- Proven experience in media, communications & public relations
- Sophisticated understanding of social media use and analytics
- Research, analytical and writing skills in social policy or a related field
- **Communication skills:** a demonstrated capacity to represent the VLGA in a professional manner when dealing with a diverse range of external contacts; liaise effectively and relate well at all levels; listen to and assimilate information from others; and present written information in a manner appropriate to purpose and audience.
- **Planning and organisation skills:** the ability to prioritise and organise own workload (and workloads of reports and contractors) methodically and efficiently, plan and track progress on work tasks, manage multiple tasks, pay attention to detail and accuracy.

- **Teamwork:** co-operate well and work well with others in the pursuit of team goals, share information, support others, show consideration, concern and respect for others' ideas and input.
- **Initiative:** be proactive and self-starting, seize opportunities and act upon them, originate action and actively influence events.
- **Flexibility:** be adaptable, receptive to new ideas, respond and adjust easily to changing work demands and circumstances.

Essential technical skills:

- High level of competency with Microsoft Office suite – esp. Word, Powerpoint, Excel (mail merge)
- Demonstrated competency with Facebook, Twitter, LinkedIn and YouTube platforms; basic graphic design software (i.e., Canva) and social media advertising
- Proven experience with online database/CRM management including event registration
- Proven experience with website CMS (ideally Drupal or WordPress)
- Demonstrated experience in implementing SEO strategies

Highly desirable skills:

- Expertise in targeted social media advertising and social media data analytics
- Ability to integrate social media and Google Analytics data for CRM insights
- Basic editing ability in Adobe Creative suite software – especially Photoshop and InDesign

Experience

- Qualification in Marketing, Communications, Journalism, Public Relations, or a similar field
- 3+ years' experience in a similar role

Capability Statement

The successful applicant will demonstrate:

- understanding of the purpose of the VLGA and a commitment to contributing to both culture and practice of good governance across the local government sector
- excellent project management skills with the capacity to work on multiple projects, retain accuracy and work well under pressure
- excellent writing, editing and proofreading skills, contributing work in multiple media and the ability to write and target effectively to different audiences (including media releases, collateral and speech writing) with high attention to detail and accuracy
- use of digital and social media communications, including experience and familiarity with the digital landscape inclusive of social media, development of an online presence, management of a website and data analysis
- the ability to manage a range of events and related activities concurrently, with varying timelines and workloads, in a fast-paced environment
- excellent interpersonal skills with the ability to build and maintain effective relationships with a range of stakeholders



Please provide an up-to-date CV and cover letter which addresses your previous experience and ability to demonstrate the requisite skills, knowledge and capability statement, in particular highlighting:

- Media and stakeholder relationships – developing and maintaining relationships with a range of high-level stakeholders
- Event planning and coordination of an annual schedule of events (>25 events p/a)
- Digital content management – coordination and content production across social media platforms, website and EDM
- Working in a small, high-performing team on strategy and implementation

Please forward applications and/or requests for more information to vlga@vlga.org.au.