



Position Description

Position title: Online Communications Officer

Salary: Pro rata of \$55,051
Salary Packaging available

Tenure: Ongoing 22.5 hours per week

Our organisation

The Domestic Violence Resource Centre Victoria (DVRCV) aims to prevent violence in intimate and family relationships and promote non-violent and respectful behaviour. We work within a feminist framework with an understanding of the gendered nature of family violence. We work in partnership with other organisations with similar aims.

DVRCV receives core funding from the Victorian Department of Human Services with additional income from a variety of government and philanthropic organisations.

We provide:

- Initial support, information and referral to individuals and professionals looking for information on family violence and family violence services
- Several websites with information for
 - people who have experienced or witnessed family violence, their friends and family
 - family violence workers, researchers, students and primary prevention practitioners
- Training courses for professionals on a range of responses to family violence including primary prevention, intervention, and long term recovery and highlighting the needs of marginalised groups
- A specialist library that is open to the general public, with resources relating to family violence, sexual assault and child sexual assault
- A quarterly newsletter with articles on current issues in family violence from workers and researchers in the field
- A range of family violence related publications including pamphlets, kits and discussion papers
- Advocacy and comment on policy initiatives, media campaigns, project development, law reform and best practice frameworks
- Specialist projects to support the development of the family violence service system and address gaps in service delivery.

Position summary

This is a new position at DVRCV and reflects our desire to reach a broader audience and to make greater use of new communication technology. The Online Communications Officer will lead the development of DVRCV's online communications and be proactive in identifying new communication opportunities.

The Online Communications Officer will be responsible for maintaining, developing and promoting all DVRCV's online content, including:

- The DVRCV website which provides information for professionals, researchers, students, the general community and those who have experienced violence. www.dvrcv.org.au
- Bursting the Bubble - an award winning website for teenagers about abuse by family members. It includes quizzes, stories, and advice. www.burstingthebubble.com
- When Love Hurts - a website for teenagers on relationships, respect and abuse. www.dvrcv.org.au/whenlove
- Getting Free From Abuse – Women with Disabilities - a guide for women based on women's stories plus resources for service providers. www.dvrcv.org.au/Disability/DisabilityIndex.htm

DVRCV is also planning to further our expertise and resources in the area of cybersafety and violence against women. The Online Communications Officer will lead DVRCV's work in this area.

Reporting

Reports to: Publications Coordinator

Responsibilities

1. Ensure that DVRCV has a strategic and planned approach to online communication.

In consultation with the Publications Coordinator and the publications team the Online Communications Officer will develop an online communications strategy. This work includes:

- identifying audience needs, service priorities and effective media for reaching specific audiences
- tracking feedback and website use and evaluating effectiveness of DVRCV's online communications
- ensuring DVRCV's website complies with web accessibility standards
- identifying and implementing strategies to expand the reach of the website
- identifying ways to make the full range of DVRCV's services available online (eg. training, library, publications, campaigns and information services)
- developing policies on how we communicate via the web

2. Build DVRCV's public profile by ensuring that online communications are up to date in content and take advantage of new technologies.

- Create and edit new content, including web pages, blog posts, multimedia content such as graphics, video, audio and slide shows
- Regularly maintain and add to content to ensure it is current

- Work collaboratively with DVRCV staff in identifying content that is appropriate for the web and ensure that the web reflects the development of ideas and issues across the organisation
- Keep up to date with new trends in technology and social media and, where suitable, integrate into DVRCV's websites
- Provide regular electronic bulletins on current issues
- Explore ways to enable DVRCV's audiences to interact with our websites – including ways for survivors of violence to contribute their voices
- Set up systems to manage administrative and financial processes online (eg; training registrations, publications orders)
- Manage website hosting
- Train other staff in website use as needed

3. Ensure that DVRCV develops expertise in cybersafety and is proactive in informing the community

- Keep up to date with new technologies that may facilitate cyberstalking and violence against women
- Provide advice regarding online safety for victims of violence

4. Contribute to the work of DVRCV more broadly

This includes:

- Participating in workers' meetings, professional development sessions and staff events
- Contributing to the development of organisational policy and procedures
- Participating in discussion of current issues and the development of new resources, policies and practice
- Assisting with and participating in organisational evaluation and planning
- Contributing to the shared tasks of the organisation including providing back-up for reception, conducting 'open day' sessions for visitors to DVRCV, general housekeeping
- Representing DVRCV at events, reference groups and committees
- Taking responsibility for own administrative tasks, including word processing, photocopying and filing, and contributing to the smooth running of the organisation

Selection criteria

1. Professional expertise in online communications

- Excellent computer literacy with ability to use a range of computer programs including WordPress, ftp software, image editing software, video editing software, familiarity with html
- Demonstrated experience in website design and development
- Demonstrated experience in website content management
- Understanding of web accessibility issues
- Understanding of website architecture, navigation and usability issues

- Familiarity with interactive web-based technologies including new social media (twitter, youtube, facebook, blogging software)
 - Excellent writing and editing skills
 - Understanding of how to write for the web using 'plain English', and how to ensure search engine optimisation
 - Understanding of ethical issues in publishing personal experiences from victims of violence
2. **Communicates effectively**
Able to communicate effectively clearly (verbally and in writing) and ensure that communication is suited to audience, including those who have experienced violence. Able to present and argue a point of view. Able to consult appropriately with staff and others outside DVRCV.
 3. **Works within feminist framework and has an understanding of the gendered nature of family violence**
Able to articulate a sound understanding of feminist principles. Able to describe how these principles inform their work and their interaction with colleagues and external organisations.
 4. **Shows empathy and promotes respectful relationships**
Ability to develop and maintain respectful relationships and appreciate diversity and different approaches and views. Able to interact with sensitivity and empathy even when under pressure.
 5. **Teamwork**
Works co-operatively with Publications Coordinator and colleagues to achieve team and organisational objectives. Contributes to team harmony. Takes responsibility for healthy individual relationships with colleagues. Values collaborative endeavours as much as individual achievements.
 6. **Takes responsibility and assumes authority**
Able to manage own workload in consultation with Publications Coordinator. Able to prioritise, solve problems associated with own work and assume responsibility for relevant projects. Takes responsibility for accessing support where necessary.
 7. **Advocates effectively**
Able to identify events or trends in political and social context relevant to family violence and bring these to the attention of the organisation. Understand the directions in the organisational plan. Effectively communicate ideas and messages of social change to others outside of DVRCV.
 8. **Participates in organisation**
Contributes to meetings and consultations. Participates in organisational activities and the development of the organisational plan. Is open to change and willing to be flexible to achieve organisational goals.

Application Procedure

Applicants should provide:

- brief covering letter (1 page)
- 2-page document which addresses the selection criteria. Please use the first page of this to focus in detail on the first criterion ('Professional expertise in online communications')
- current CV
- current details of 2 referees

Applications marked “confidential” should be sent to:

Vig Geddes
Executive Officer
DVRCV
292 Wellington Street
Collingwood 3056

OR

vgeddes@dvrcv.org.au

For further information about the position contact Vig Geddes on (03) 9486 9866.

Closing date: 10.00 am Monday 19 July 2010

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