

## Marketing and Communications Manager

### The Law and Justice Foundation of New South Wales

The Law and Justice Foundation of New South Wales ('the Foundation') is an independent body constituted by the *Law and Justice Foundation Act 2000* (NSW). The Foundation's Objects are to contribute to the development of a fair and equitable justice system which addresses legal needs and improves access to justice for the community of New South Wales particularly, by people experiencing economic and social disadvantage.

The Foundation's primary contributions to fulfilling its Objects are achieved through the design, construction and delivery of high-quality applied and empirical research, dissemination of the results of that research and other information that supports access to justice, stakeholders and the community, and where appropriate, advocating and influencing policy and law reform.

### Overview and purpose of position

This is an exciting opportunity to join an organisation that values diversity, critical thinking and flexibility. Our team are highly skilled with capabilities extending across research, data analysis and knowledge translation.

The Marketing and Communications Manager ensures the Law and Justice Foundation is well understood and highly regarded by its diverse stakeholders; that publications and promotional materials are produced in a professional and timely manner; and that the products of the Foundation's research and its activities are disseminated effectively.

Term: Permanent ongoing following a successful 6-month probationary period.

Responsible to: Director

### Duties

#### Communications and Engagement

- Develop and implement, with the Director and other staff, the Foundation's Communications and Engagement Strategy.
- Develop and maintain an ongoing strategic communications and engagement plan that ensures the Foundation's key, evidence-based research findings, other products and messages reach the intended audiences. This includes developing targeted

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- communications/promotions campaigns for specific publication and other research releases, and the Foundation's activities, and strategically planning and creating social media content.
- Identify and harness opportunities to ensure information and knowledge gathered by the Foundation is disseminated most effectively, according to the intended audience.
  - Prepare and/or coordinate the production, dissemination and promotion of the Foundation's communications including research publications, annual reports, newsletters and research alerts, including eDMs, videos, social media and other content creation and storytelling.
  - Undertake social media analytics reporting and provide advice on social media strategy.
  - Assist the development and review of speeches, presentations and briefs for delivery to external agencies.
  - Assist in the development of educational materials aimed at the secondary and tertiary sectors.
  - Advise on and facilitate opportunities for submissions, conference presentations, etc.
  - Manage and maintain the Foundation's contacts and subscribers lists/databases.
  - Manage and coordinate responses to media inquiries, prepare media releases and, when required, engage appropriate media to aid the dissemination of Foundation messages.
  - Support the development and implementation of a fundraising strategy for the Foundation

## Publications

- Review and maintain the Foundation's publishing guidelines and style guide. Create templates and format publications and promotional materials that align with the Foundation's style guide. Ensure publications and communications content adhere to internal branding and style guidelines. Update internal documents to ensure alignment with the Foundation's branding guidelines.
- Undertake in-house production of publications and promotional materials, including graphic design activity, using software such as Adobe InDesign to stylize and edit publications in development.
- Manage all stages of the production of publications, including internal publication alongside liaison with external contractors such as copy-editors, proof readers, layout designers and printers where relevant.
- Ensure publications are made available in a range of formats including on the Foundation's website.

## Website

- Undertake overall responsibility for maintenance of the LJF public website, including:
  - content updates in consultation with relevant managers and staff, and to optimize SEO
  - maintaining the quality of LJF web site in terms of look and feel
  - addressing emerging issues and fixing broken links
  - liaising with external providers to maintain the technical aspects of the website, ensuring the website remains stable and secure
- Undertake website analytics reporting and provide advice on website optimization and strategy.



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## Support broader activities of the Foundation

- Together with the Office Manager, undertake responsibility for the conceptualisation, coordination and hosting of events and workshops.
- Assist with the development and creation of content for new and ad hoc projects of the Foundation (e.g., videos, web projects, storytelling projects)

## Key Capabilities

Ability to:

- Communicate at a high level - writing and speaking to different audiences and on different media platforms
- Effectively brief and manage third-party contractors (developers, designers etc)
- Work with diverse stakeholders
- Work harmoniously with others and be a highly effective team player
- Work under pressure, operate within project timelines, plan and project manage effectively, and meet deadlines
- Quickly understand the issues that affect the activities of the Foundation
- Exercise initiative and judgment

## Skills and selection criteria

### Essential

- Tertiary qualifications in communications, marketing or other relevant discipline
- Advanced skills in the MS Office 365 suite and demonstrated experience in using a range of software and applications for communications and publications purposes.
  - Capability using Mailchimp, social media platforms and planning systems, and Google Analytics highly desired.
- Strong graphic design skills (Adobe Creative Suite including InDesign or Microsoft Publisher highly desired)
- Demonstrated ability to communicate to a wide range of audiences strategically and effectively across diverse formats and platforms (e.g., formal correspondence, reports, social media and infographics, video)
- Understanding of website architecture and management and hands-on experience in using content management systems to update websites (WordPress experience preferred)
- Strong copy writing and copy editing skills, with demonstrated high level of attention to detail
- Demonstrated experience in a communications role, ideally in the not-for-profit or public sector, especially with experience in:



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- Development of targeted communication and engagement plans to improve understanding of an organisation's activities to intended audiences
  - Managing the production and dissemination of publications in accordance with organisational (publishing and style) guidelines
  - Managing and promoting events, particularly online/digital events such as webinars (including the use of online event tools)
  - Promotion of activities and ideally research reports or similar technical information
  - Development of presentations and briefs to external parties

### Desirable

- Experience in communicating scientific/social science/socio-legal or similar research in a clear, understandable and succinct manner (using infographics where appropriate) suitable for a range of audiences
- Knowledge of the legal assistance sector and/or community services sector
- Experience with photo and video editing
- Experience of producing educational resources

