

## Position description

Position title:	Director, Engagement
Reports to:	Chief Executive Officer
Direct reports:	Media & Communications Manager, Development Manager, Campaign Manager, Government Relations Manager, Content Producer
Time fraction:	1.0 FTE
Classification level:	7
Mode of employment:	Ongoing
Location:	Melbourne or Sydney
Last updated:	April 2024

### **About the Human Rights Law Centre**

The Human Rights Law Centre uses strategic legal action, policy solutions and advocacy to support people and communities to eliminate inequality and injustice and build a fairer, more compassionate Australia.

Our vision is an Australia where everyone is free to lead a decent, dignified life; where our laws, policies and institutions promote fairness and equality; and where people and communities have the power to address inequality and injustice and ensure that governments always act in the public interest.

We maximise our impact by working closely with key partners, including community organisations, pro bono law firms and barristers, academics and experts, and international and domestic human rights organisations. We are independent of government and business, with most of our funding coming from donations and philanthropic grants.

The Human Rights Law Centre is a registered charity with offices in Melbourne and Sydney. We are a diverse team with a strong, shared commitment to creating a better, fairer Australia.

As an equal opportunity employer we are committed to promoting a diverse and inclusive workforce.

## **About the Engagement Team**

The Engagement Team is responsible for the Human Rights Law Centre's communications, traditional media, social media, fundraising, government relations, marketing and campaigning work. The team works to ensure that all public communication aligns with the organisation's strategic objectives, the priorities of each team, and has a consistent tone, voice and narrative.

The Engagement Team is responsible for coordinating and leading the HRLC's fundraising program including completion of grant applications and acquittals, managing stakeholder relations and planning and executing giving campaigns.

## **About this role**

### **Organisational relationships and extent of authority**

The Director reports to the CEO and works under limited supervision to lead the public advocacy and stakeholder engagement of the HRLC, in close coordination with legal teams. This includes oversight and coordination of strategic communications, media, fundraising and government relations work. The incumbent will have significant expertise in relation to the work of their team as well having a comprehensive knowledge of organisational policies and procedures.

The Director will supervise staff within their team and is responsible for establishing performance goals and for managing staff to meet expectations. The Director is responsible for exercising delegated authority in relation staffing, finance and fundraising.

The incumbent is responsible, as a senior organisational leader and member of the Management Team, for contributing to the development of organisational policies and procedures, leading projects at the direction of the CEO and for participating in management decision-making. The Director may be required to deputise for the CEO and to represent the HRLC in public and other fora.

The Director provides expert advice to the CEO and the Legal Directors in relation to communications, media, government relations and development.

### **Key responsibilities**

#### **Leadership and Management**

- Be an active member of the HRLC's Management Team including by shaping strategic thinking, managing organisational risk, harnessing information and identifying opportunities, creating a shared sense of purpose and contributing to effective policies, practices and organisational decisions.
- Manage and support the Media and Communications Manager, the Development Manager, the Campaign Manager, the Government Relations Manager and other staff to develop and implement strategies to advance specific areas of the HRLC's public engagement strategies including media, digital, fundraising, brand positioning and campaigns.
- Lead planning processes and strategy development for a multidisciplinary team. This includes supporting managers to develop integrated and complementary communications, marketing, fundraising, advocacy campaigns and government relations strategies.
- Oversee the HRLC's brand strategy to ensure that the HRLC brand is consistently represented across all public communications channels including paid and unpaid media, digital channels, reports, events, and direct engagement with decision makers.

- Ensure the Engagement Team contributes to strategic campaign initiatives which support the HRLC's legal and advocacy goals, ensuring that campaign, government relations, and fundraising efforts are strategically aligned and mutually reinforcing.
- Lead planning processes to develop and implement an integrated strategy for all communications functions including media, digital, fundraising, brand positioning and campaigns.
- Oversee the development and execution of an integrated digital strategy that enhances visibility, engagement, and support for the HRLC, including website optimisation, social media impact, and content creation.
- Develop and ensure consistent and effective messaging in all external communications including by conducting or commissioning message testing and research.
- Manage and support staff including by facilitating professional development and career progression planning, ensuring staff understand how their work contributes to the HRLC's success, managing performance and leading performance development processes.
- Contribute to the implementation of the HRLC's Anti-Racism work.

### Communications. Media and Advocacy

- Ensure the HRLC produces, pitches and distributes media releases, opinion articles and other media content, including by proactively identifying opportunities.
- Ensure the HRLC cultivates relationships with relevant journalists and media outlets and maintains and improves its database and email distribution lists of media contacts.
- Work with staff to determine the best messages, the right audiences and the most effective platforms to raise awareness of and optimise the HRLC's impact.
- Ensure HRLC spokespeople receive training and support.
- Lead communication issues management and crisis communications.

### Fundraising & Stakeholder Engagement

- Lead the integration of fundraising strategies with communication and campaign efforts, ensuring that fundraising initiatives support, and are supported by, the organisation's broader engagement goals.
- Support and contribute to strategic relationship management efforts, building and maintaining partnerships with key stakeholders, donors, and partners to maximise the HRLC's impact, including by acquiring new supporters and donors, and improving engagement and retention with existing ones.
- Ensure the timely and effective production, editing and distribution of publications including the HRLC's annual report, legal and advocacy reports and donor and other materials.
- Support the Development Manager to ensure that there are effective systems in place for monitoring and identifying funding opportunities, and processes to successfully complete funding applications and acquittals.
- Support the Development Manager to work with Legal Directors to identify opportunities for collaboration.

## Selection Criteria

### Essential

- Relevant tertiary qualifications in strategic communications, journalism, philanthropy or social policy and/or at least 8 years' experience leading a multidisciplinary communications team in a human rights, social justice or philanthropic context supported by an appropriate qualification and/or lived experience.
- Leadership and management experience with an ability to effectively supervise and support a multifunction team and contribute to organisational leadership.
- Significant experience leading message strategy development and overseeing and implementing values-based messaging strategies for advocacy, legal, philanthropic and public audiences.
- Demonstrated experience in developing organisational communications and engagement strategies, and managing and implementing a communications program, with a proven track record in delivering results.
- Demonstrated experience developing strategic engagement campaigns to advocate on identified organisational priorities.
- Exceptional time management skills with the demonstrated ability to manage multiple projects simultaneously and meet tight deadlines.
- Experience in the development and oversight of consistent strategic communications, media liaison, and fundraising and development.
- Stakeholder engagement skills and experience with forming and managing diverse and constructive relationships, for example with not-for-profit organisations, politicians, government advisors and public servants.
- Excellent written and verbal communication skills, including experience in supporting those engaged in public speaking and media advocacy.
- Willingness to work collaboratively with all stakeholders and a demonstrated commitment to anti-racism, equity, diversity and inclusion in the workplace.

### Desirable

- Experience in the legal assistance social justice or advocacy sectors
- Understanding of government relations, philanthropy and fundraising
- Knowledge of human rights principles and frameworks
- Lived experience relevant to HRLC's vision.

## **Health, safety and environmental responsibilities of staff**

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct. OHS responsibilities applicable to positions are established in HRLC policy. Flexibility to work remotely must be negotiated with a line manager, who will consider any legislative requirements, safety, the organisation's objectives, ways of working, impacts on other staff and partners, and the inherent requirements of the role, in line with HRLC Policy.

The Director is responsible for anyone in work areas directly under their control: offices, and off-site workplaces such as working-from-home locations.

The Director is responsible for team compliance with the HRLC's OHS Policy.

All staff are required to understand and comply with the organisation's policies and procedures.