



POSITION DESCRIPTION

Public Relations Officer

OVERVIEW

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| PROGRAM | Strategy & Performance |
| POSITION REPORTS TO | Manager Aboriginal Housing and Homelessness Forum (AHHF) |
| DIRECT REPORTS | 0 |
| IDENTIFIED POSITION | No; Aboriginal and Torres Strait Islander candidates strongly encouraged to apply |
| DATE PREPARED | 7 May 2024 |
| AWARD | SCHCADS level 5.2 |

ORGANISATION CONTEXT

About

Aboriginal Housing Victoria's vision is to ensure that Aboriginal Victorians secure appropriate, affordable housing as a pathway to better lives and stronger communities.

Aboriginal Housing Victoria (AHV) is an Aboriginal¹ community organisation responsible for managing more than 1,600 rental properties for Aboriginal people living in Victoria.

Our vision is to ensure that Aboriginal Victorians secure appropriate, affordable housing as a pathway to better lives and stronger communities.

In addition to being the largest Aboriginal Registered Housing Agency in Australia, AHV is the lead agency for Victoria's Aboriginal housing and homelessness policy, *Mana-na woorn-tyeen maar-takoort*. As the housing and homeless policy lead in the Victorian Aboriginal community, AHV has responsibility to work in partnership with the Government to secure the resources and reforms to implement the policy, while we support sector development to empower Victoria's Aboriginal community to determine its chosen housing future.

AHV's housing services are targeted to those most in need of support. Through the provision of secure housing by an Aboriginal rental provider, AHV helps strengthen and maintain Aboriginal communities and cultural ties.

Values

Aboriginal cultural values underpin AHV's values. Our values provide an ethical framework within which all decisions are made, and our services are delivered. Our values guide how we relate to our clients, each other and to the Aboriginal and non-Aboriginal community.

Respect and support for Aboriginal identity and culture and for our tenants and stakeholders

Striving for excellence through leadership in Aboriginal housing and best practice service delivery

Integrity, trust and honesty in all our business activities

Collaborative relationships with our community, tenants, government and stakeholders

Kindness, compassion courtesy and dignity in our relationships with our clients, our stakeholders and with each other

AHV is also committed to promoting and protecting the interests and safety of children.

¹ Throughout this document the term "Aboriginal" is used to refer to both Aboriginal and Torres Strait Islander people.

PROGRAM INFORMATION

The Strategy and Performance division is responsible for: strategic policy development; community engagement; advocacy; strategic asset management and maintenance and development; governance; data collection and management; and key performance reporting.

PURPOSE OF THE POSITION

The Public Relations Officer will report to the Manager Aboriginal Housing and Homelessness Forum (AHHF) and will coordinate the delivery of AHV's communications and other projects as required. The main purpose of the role is to ensure that AHV's communications are effective, targeted and engage appropriately with our tenants, the Victorian Aboriginal community and our stakeholders. The position will be responsible for coordinating the implementation of the objectives outlined in AHV's communications strategy, including, print and news media, social media and publications. This role will support AHV in its contribution to self-determination and achievement of its Strategic plan and the *Mana-na woorn-tyeen maar-takoort* – Every Aboriginal Person Has a Home (Victorian Aboriginal Housing and Homelessness Framework) by ensuring that the organisation is able to improve the profile and position of AHV within the Aboriginal community, the sector, and key stakeholders.

KEY RESPONSIBILITIES

- Lead the development and implementation of innovative communications campaigns and strategies, to promote and improve AHV's reputation and enhance community understanding of the organisation.
- Develop, maintain and implement elements of the AHV communications calendar.
- Oversee and coordinate the development, coordination and ongoing maintenance of the AHV website.
- Lead production of AHV's internal communications, tenant newsletter, Annual Report, brochures and other publications/collateral as necessary.
- Lead the development and delivery of communication strategies for events, forums and consultations.
- Develop, implement and maintain AHV's social media strategy.
- Develop and maintain strong, professional and productive relationships with AHV staff to ensure targeted and culturally appropriate communications.
- Ensure the communications Risk Management register is contemporary and maintain relevant compliance obligations.
- Plan and organise publicity campaigns and communication strategies
- Advise executives on the public relations implications of their policies, programs and practices
- Preparing and creating visual, audio and electronic media materials.
- Planning and preparing online or printed materials for print, digital or social media.
- Building brand identity and public awareness of an organisation.
- Liaising with management on communication issues and strategies.
- Updating, coordinating and monitoring content and activity on social media platforms.
- Attending and contributing to team meetings.
- Perform other duties as directed that fall within the scope of the position and/or the incumbent's knowledge and skills.

QUALIFICATIONS AND LICENSES

- A current Victorian Driver's licence.
- A relevant tertiary qualification is preferred.

KEY SELECTION CRITERIA

- Awareness and appreciation of Aboriginal communities and cultures and an understanding of the issues affecting Aboriginal people in contemporary Australia and the diversity of circumstances of Aboriginal people.
- Demonstrated experience planning and delivering events with qualifications in Events Management highly desirable.
- Highly organised with the ability to work on multiple tasks and manage competing priorities, with the ability to solve problems through critical thinking.
- Resilience to adapt to changing circumstances and maintain stable performance when under pressure.
- Ability to work evenings/weekends when required.
- Experience in event planning, coordination, and management, preferably within a community or cultural context.
- Effective communication and interpersonal skills, with the ability to work collaboratively with diverse groups of people.
- Knowledge of relevant policies, regulations, and permits related to event management.
- Proficiency in computer applications including event management software and Microsoft Office.

EMPLOYMENT CONDITIONS

- Terms and conditions of employment are as per the Contract of Employment.
- AHV is an equal opportunity workplace.
- A current National Police records check and Working with Children Check are required.
- Attend mandatory and other training as required.