



COMMUNICATIONS, IT'S NOT A COMPLIMENT

Position Description - Media Officer

About INAC

It's Not A Compliment (INAC) is a **grassroots organisation fighting for the rights of all individuals to enjoy public spaces free of the fear of harassment**. We run projects, workshops and campaigns that break through the normalisation of street harassment and encourage communities to challenge the age-old norms that make this type of harm possible in the first place.

OUR VISION

A society where street harassment is recognised as a form of harm in and of itself—not simply as a precursor to other forms of violence—where all individuals know what street harassment looks like, how to call it out and how to safely intervene to stop or prevent it.

OUR VALUES

- Intersectional
- Community-led
- Accountable and committed to learning
- Transformational
- Collaborative

About Communications

The Communications team leads the design, development and execution of high quality content and publications across INAC's areas of activity, with a focus on street harassment, storytelling and intersectionality.

The Communications team comprises: Email and Content Manager, Social Media Manager, Media Officer, Content Creators and Copywriters. The Communication team's aim is to build, support and grow our community and therefore our movement of people who want to support INAC's mission of achieving street justice for all.

The communications team is responsible for:

- Communications strategy development, implementation and monitoring
- Project development, implementation and monitoring
- Partnership development & maintenance
- Promotion of organisational events, projects, impact and stories
- Website content development and maintenance
- Social media content development and maintenance
- EDM content development and publication



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Overview of the role

The Communications Lead is tasked with creating INAC's overall strategic communications plan, spanning our media engagement, social media channels and website content along with developing communication and marketing strategies for specific projects.

Overall, the Communications Lead plays a key role in shaping INAC's public image, developing strategies that can help us further the organisation's overall goals and oversee the execution of those plans.

Time Commitment: 6-8 hours a week

Reports to: Chief Executive Officer

Key position responsibilities

Communications Strategy, Vision and Leadership

- Develop and implement an integrated, organisation-wide strategic communications plan to broaden awareness of street harassment and further INAC's strategic goals;
- Devise strategies to increase INAC's brand identity with key stakeholders;
- Lead the creation of online content across INAC's social media channels and website that engages audience segments, builds on and strengthens INAC supporter base to create momentum and awareness around street harassment and related issues;
- Identify challenges and opportunities to further INAC's strategic communication goals and develop innovative ways of reaching new audiences with our messaging;
- Stay up-to-date on trends and latest developments in the sector and identify when and where these can be applied to INAC's communications strategy to help further our strategic goals.

Communications Operations:

- Work with the Social Media Manager to create an effective social media strategy, brainstorm ideas and curate content to increase audience engagement and build INAC's community;
- Work with the Media Officer to develop an effective media engagement strategy including actively cultivating and managing press relationships and identifying opportunities for media interactions to help promote INAC's work, further the organisation's campaigning and advocacy goals and ensure coverage of issues of strategic importance to the organisation as well as promoting our programs, special events, public announcements, and other projects;
- Work with other INAC teams as needed to assist in developing communication plans that support and promote their works;
- Oversee, or execute as needed, all copy intended for public consumption to ensure its alignment with the strategic communications plan;
- Oversee, or execute as needed, the development of all organisation-based print and branded materials;



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- Oversee, or execute as needed, the development of electronic communications, including INAC's website, our bi-monthly electronic newsletter and other electronic communications;
- Manage relationships with any communications-related vendors or stakeholders.

Team Management:

- Manage and recruit, as needed, a strong communications team to support the development and execution the INAC's communication strategy;
- Promote a culture of collaboration and innovation that values learning and a commitment to quality;
- Support the growth and development of team members while being mindful of their well-being relating to the more sensitive aspects of INAC's work.

Expectations of the role

As the Communications Lead,, you must be able to meet the following expectations for the duration of your role at INAC:

- Attend a volunteer induction session, date to be confirmed but will most likely take place on a weekend from 3 pm to 5 pm over Zoom.
- Organise and lead monthly comms team meetings that usually take place on first Monday of the month from 6.30 to 8 pm
- Attend bi-weekly team leads meetings that usually take place on Thursdays from 6.30 to 8 pm
- Monitor and evaluate the progress of different comms teams
- Attend quarterly team development sessions
- Complete all assigned work in a professional and timely manner
- Keep the CEO informed if anything comes up that might prevent you from completing your work in time
- Submit a role handover document and report, due upon the completion of the role.

If any of the above expectations are not met regularly, there will be a meeting with management and it may lead to being terminated from the organisation.

Key Selection Criteria

- A strong understanding of intersectional feminism and passion for social justice;
- Excellent written and verbal communication skills with demonstrated experience in producing written and multimedia content for a variety of audiences and channels;
- Experience in developing and implementing communications strategies, ideally within the non-profit sector;
- Experience in managing diverse teams and a strong commitment to working collaboratively;
- Strong stakeholder management, including the ability to work with a diverse range of stakeholders from different backgrounds;
- Demonstrated project management and organisational skills;
- A willingness to learn and innovate within the space;



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- Exceptional attention to detail, proven ability to meet deadlines and manage multiple time-sensitive priorities at once.
- Technical skills including experience with Canva, Squarespace, Mailchimp, Creator Studio, Basecamp, Google Suite.

This role requires one to have a valid Volunteer with Children Check at all times.

How to apply

No deadline - applications will be accepted on a rolling basis and the position will remain open till filled. We highly encourage you to apply as soon as possible.

You can submit your Cover Letter addressing the key selection criteria and your Curriculum Vitae on the position page.

If you have any questions about the role, please contact us at itsnotacomplimentmelbourne@gmail.com.