

Position Title	Communications Associate
Location	Australia
Reports to	Creative Communications Senior Manager
Direct Reports	0
Employment Status	3 days a week
Start Date	September 2021

Organisational Context

The Equality Institute (EQI) is a global feminist agency working to advance gender equality and end violence against women and girls (VAWG). We are values-driven and underpinned by feminist principles in the ways we work and how we conduct ourselves. We actively apply an understanding of intersectionality in our work and aim to have diversity reflected in our workforce.

We have conducted over 50 studies around the world, and trained hundreds of researchers, practitioners and policy makers to better understand what causes VAWG and how to prevent it. We have grown our online community to over 88,000 followers across social media, creating viral content that has reached up to 3 million people in one post.

We are thought-leaders: sought after to provide strategic advice and effective solutions for local and international NGOs, governments, multilateral institutions and corporates to address one of the most wide-spread and intractable issues of our time. We have worked with the governments of Australia, Cambodia, and Kazakhstan, UN Women, UNDP, and UNICEF, as well as foundations such as the Bill and Melinda Gates Foundation, and key international partnerships including the Prevention Collaborative and SVRI, to name just a few.

For more information on the Equality Institute please visit our website: www.equalityinstitute.org

Equal Opportunity, Culture, Diversity and Inclusion

The Equality Institute fundamentally believes in, and strives to embody, the values of intersectional feminism. We are committed to creating a diverse and inclusive workplace culture that recognises the value in bringing together individuals with a broad range of skills, backgrounds, experiences and perspectives.

The Equality Institute is motivated by a bigger picture outlook that situates our work within broader processes of positive social change. We are a people-centred organisation that highly values all employees, both as individuals and as the most important resources in terms of our contribution to that social change.

The Equality Institute is an equal opportunity employer and strives to maintain a workplace environment that is fair and free of discrimination, is safe and accessible for all employees and provides working arrangements that accommodate the diverse needs of our staff. We strongly encourage applicants from diverse backgrounds to apply for our positions.

The EQI is a child safe organisation and is committed to ensuring the safety and wellbeing of all children. We will work to promote child-safe environments to ensure that all children associated with the activities of the organisation are protected.

Our vision is a world in which diversity is celebrated, all people are respected, and power and resources are shared equally.

Our purpose is to transform unequal power structures and support violence (VAWG) prevention efforts to thrive in a rapidly changing world – through research, creative communications and feminist leadership.

Our values are Strive for Equality, Stay Curious, Be Courageous and Find the Joy.

Overview of Position

The Communications Associate is a unique role that combines outstanding copywriting skills with a strong knowledge of strategic communications and excellent organisational, production and project management skills. They bring strong interpersonal and cross-cultural communications skills, creative problem solving skills and the ability to transform technical concepts into copy and content that is relevant and will achieve strategic objectives.

The Communications Associate possesses demonstrated experience producing evidence-based writing for diverse audiences and needs. They have excellent attention to detail ensuring they are efficient and effective at editing and proofreading content. Importantly, they're confident writing for a range of formats and styles, including (but not limited to): scripts for animated and documentary style video content, opinion pieces, blog posts, copy for digital marketing channels (newsletters, web platforms, landing pages, etc), as well as communications products and papers such as reports, evidence briefs, summaries, training, e-learning content and workshops. They know how, and love, to write copy that connects with its audience to achieve desired outcomes and take that audience on a journey.

Furthermore, they use their broad and diverse understanding of communications to provide strategic support. With excellent relationship-building and organisational skills, they possess demonstrated experience managing projects and deliverables from end to end. They are confident producers and comfortable overseeing multiple projects at any given time, with a track record of delivering outputs on time and to budget.

They possess a deep knowledge of gender, are passionate about achieving gender equality and apply an intersectional feminist lens to everything they do.

Key Duties and Responsibilities

Key Areas:

- Undertake research, develop concepts and write copy for internal and external EQI needs, including but not limited to opinion pieces, blog posts, newsletter copy, website copy, scripts, e-learning modules, workshop and curriculum content, communications assets and products, etc
- Undertake research, develop concepts and write copy for client communications deliverables, including but not limited to, scripts for video content, papers, toolkits and digital resources, powerpoint templates and communications assets, web and newsletter copy, etc
- Proofread and edit communications products as needed, including but not limited to, reports, evidence briefs and summaries, papers, digital content, toolkits and more
- Write and develop communications products to support delivery of services under the Gender Equality Act and Gender Impact Assessment areas of focus
- Produce and project manage client-facing communications deliverables as necessary, including maintaining positive relationships with clients and ensuring projects are delivered on time and to budget

- Contribute to the development and implementation of communications strategies and campaigns, for both EQI and client deliverables
- Provide communications support across the organisation to help ensure the quality and consistency of marketing and communications material is maintained and support client projects as needed
- Maintain a consistent EQI voice and brand identity across all communications outputs
- Actively contribute to meetings, workshops and ad-hoc events as required
- Contribute to and develop applications for grants and creative communications projects

Key Selection Criteria

- Tertiary qualification in international development, gender studies, communications, journalism, marketing or other related area
- Minimum 6 years experience in communications-related outputs, including translating complex information into accessible and inclusive language and products
- Minimum 6 years proven writing experience with excellent grammar & proof-reading skills
- Demonstrated experience in strategic communications to achieve desired outcomes
- Demonstrated ability to manage and oversee multiple complex tasks simultaneously, with experience delivering projects on time and to budget
- Strong interpersonal and cross-cultural communication skills
- Creative problem-solving skills
- Ability to transform technical concepts into content that is relevant and will achieve strategic objectives
- Proficient knowledge of intersectional feminism, gender equality and/or violence against women with desired knowledge of social norm change
- In-depth knowledge of digital marketing channels including email marketing, content management systems, web platforms, and social media channels
- Knowledge/understanding of Behaviour Change Communications (BCC) and/or social norm change highly desirable
- Folio of work that demonstrates their ability to meet the key areas of work and key selection criteria

Skills and values

- Aligned to the core intersectional feminist values of The Equality Institute.
- Knowledge of, and passion for, advancing gender equality and ending violence against women
- Proactive and enthusiastic team player with a demonstrated ability to see the bigger picture, think strategically and build capacity in others
- Strong sense of integrity, professional ethics and commitment will see you build and influence partnerships, create content and support our ongoing growth
- Highly motivated with an ability to work equally effectively in team environments as well as on tasks which require high levels of initiative, autonomy and independent action.
- Creative thinker with ability to think outside the box
- Excellent time management, prioritisation and organisational skills, with the ability to work flexibly and meet deadlines.

- Demonstrates a high level of professionalism and exceptional work ethic.
- Excellent written and verbal communication skills.
- Excellent attention to detail.

Terms and Conditions

Salary and benefits

\$70,000 to \$75,000 per annum plus 10% superannuation

The Equality Institute also offers additional leave entitlements, flexible working arrangements, professional development opportunities, and well-being and self-care workshops and initiatives.

All offers of employment are subject to the following:

- Current National Police Record Check
- Endorsement of EQI's Child Protection Code of Conduct and Ways of Working
- Eligibility to work in Australia
- Six month probationary period