

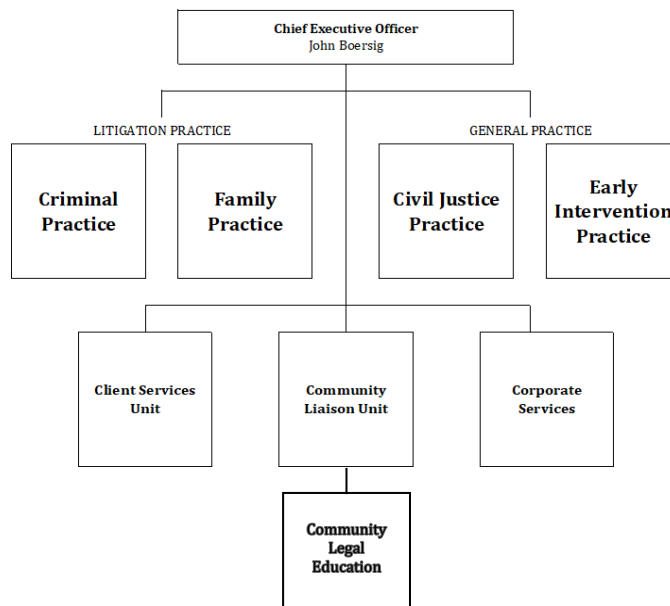
Position Title	Digital Outreach Officer
Classification	ASO4
Responsible to	Practice Supervisor
Number of direct reports	Nil
Number of indirect reports	Nil

Legal Aid Commission (ACT) (Legal Aid)

Legal Aid was established under the *Legal Aid Act 1977*. Its mission is to promote a just society in the Australian Capital Territory by:

- ensuring that vulnerable and disadvantaged people receive the legal services they need to protect their rights and interests
- developing an improved community understanding of the law, and
- seeking reform of laws that adversely affect those we assist.

Further information about Legal Aid can be found at <http://www.legalaidact.org.au>



Position Dimension and Relationships

Legal Aid has four (4) in-house legal practice areas (Criminal, Family, Civil Justice and Early Intervention) and three (3) support areas (Corporate Services, Community Liaison Unit and Client Services). Community Legal Education is currently embedded within the Community Liaison Unit.

The Digital Outreach Officer will support practice areas and the CLE Program Coordinator by acting as the owner and champion of contemporary technology and innovative ways of engaging with the community, the justice sector, and Legal Aid clients.

Position Overview

Under general direction, the Digital Outreach Officer will:

- Represent Legal Aid in a professional manner by upholding the ACT Public Service Values
- Ensure digital content is efficient and high impact through designing it to be reused across various platforms including Intranet, Legal Aid website, Facebook, YouTube, Instagram, LinkedIn, TikTok and Twitter
- Using a 'digital first' lens, review and adapt all Legal Aid content such as posters, signage, brochures, information sheets, promotional items, etc (digit or otherwise) and ensure that the content includes pathways to digital engagement
- Assist in the creation, update, and maintenance of digital content such as legal fact and information sheets, podcasts, videos, reel, animations, infographics and tiles and maintain these
- Review the information and services Legal Aid provide and consider innovative ways that contemporary technology could be used to improve, extend, or enhance our service reach
- Develop high level digital initiative proposals for consideration by Legal Aid Executive, including identification of innovative contemporary solutions / systems and potential suppliers, capital and ongoing operational expenditure, implementation strategy, benefits / impact, risks, and organisational change / training requirements
- Collaborate with Legal Aid practitioners and support staff to grow their confidence and capability in digital ways of working, including providing coaching and support to staff experiencing technical barriers or issues while endeavouring to assist clients
- Build relationships with peers across Legal Aid Commissions nationally seeking to both share and learn effective digital engagement strategies being leveraged around Australia
- Assist with other activities and CLE events as directed
- Collaborate with the CLE Program Coordinator to deliver best practice CLE
- Be responsible for applying WHS to daily tasks performed in the workplace, report all matters beyond your authority and take all practical measures to ensure that your workplace is safe and without risk to health or property
- Comply with all Legal Aid policies and procedures
- Perform other duties as directed, consistent with the classification level of the position and in line with competencies

Position Requirements

The information below describes the capabilities that are required to perform the duties and responsibilities of the position.

Qualifications

1. Current Working with Vulnerable People (WwVP) clearance

Professional / Technical Skills and knowledge

1. Ability to use a diverse range of digital software tools and multimedia platforms and design content in a professional manner
2. Ability to conceive small to medium initiatives / projects and collaborate with Executive and others to document them to initiation stage
3. Demonstrated experience working in digital ways and championing alternative ways of working within environments where analogue, manual, and paper-based systems and records have endured
4. Ability to create clear, accessible and engaging content in plain English
5. Demonstrated experience managing websites, social media, and email campaigns to engage diverse or hard-to-reach communities

Behavioural Capabilities:

1. Display capability working with an inquisitive and innovative mindset to identify opportunities for improvement
2. Demonstrated experience and/or studies in organisational change and developing effective working relationships and influencing others at all levels while displaying empathy
3. Initiative, sound judgement and the capacity to respond to requests for assistance in urgent matters while working in a team environment
4. Ability to work with First Nations people, people experiencing physical or mental illness, people experiencing difficulties and/or in distress, and people from disadvantaged or culturally and linguistically diverse backgrounds
5. Ability to work with minimum supervision, under pressure, to set work priorities and to meet competing and tight deadlines
6. Ability to prioritise self-care for mental health and wellbeing