

**Redfern Legal Centre  
Job Description**

**Marketing and Engagement Project Officer**

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<b>Accountability</b>	Chief Executive Officer
<b>Supervision</b>	Solicitor   International Student Legal Service NSW
<b>Scope</b>	This document provides the broad parameters of the position and should be read in conjunction with the Annual Work Plan

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**Preamble**

Redfern Legal Centre promotes social justice through:

- providing free legal advice, legal services and education to vulnerable people in New South Wales, and to groups who advocate for them
- participating in activities which reduce inequalities and defects in laws, the legal system, and administrative and social practices that impact on vulnerable people.

**Statement of Shared Philosophy and Values**

To achieve its purpose, Redfern Legal Centre:

- is committed to reducing social inequities and systemic barriers to people enforcing their rights
- works with clients so they can assert their rights
- focuses on preventative measures
- seeks new and better ways of providing legal services to its clients
- is flexible in its service so that it remains responsive to changing community needs
- involves the community in its service operation and development
- strives to be non-discriminatory in its service delivery
- advocates for the public interest through issues which affect the wider community or significant sections of the community
- maintains its political independence
- uses its resources efficiently and effectively
- seeks excellence in its operation and accountability to its community and funders

**Common staff responsibilities**

RLC believes that all members of staff should contribute to the administration and development of the organisation. Along with all other staff, the worker may be required to:

- undertake the carriage and conduct of the work of other staff during periods of leave;
- provide regular reports to management and staff meetings;
- assist with the general day to day administration of the Centre as required;
- attend and participate in team and staff meetings, policy and staff days;
- assist in the preparation of submissions and reports to funding bodies, as required, including the maintenance of statistics;
- liaise and network with other professionals in the area;

- attend RLC hosted functions out of hours such as volunteer or fundraising events;
- carry out such other duties as may be reasonably required by the Management of Redfern Legal Centre.

### **Specific position duties**

*My Legal Mate (MLM)* is an interactive multi-language legal information app created by Redfern Legal Centre for international students studying in NSW. There are currently 72,000 free licences available to NSW international students until 30 June 2021.

The primary role of the Marketing and Engagement Project Officer involves networking, marketing and engagement with key stakeholders and specialised market sectors of education providers and government in order to increase uptake of free licences for the app by international students in the short term, and on a paid subscription basis by education providers in the longer term.

### **Duties**

- Use data analytics and other analysis techniques to assist in identifying uptake opportunities for MLM
- Engagement and networking with education providers, international student groups and other services identified as key points of contact with international students, regarding awareness around MLM's free subscriptions in NSW
- Coordinating with government and other key stakeholders (including education providers and student groups) regarding MLM uptake
- Regular engagement and maintaining of these relationships
- Notifying key stakeholders, student groups and other identified relevant services of new MLM content and promotion of that new content
- Promotion of MLM to key stakeholders and student groups across multiple channels, including social media and online
- Development of a communications asset toolkit for MLM to allow for the creation of hardcopy and digital promotional materials
- Assisting our partners in WA to achieve maximum uptake of MLM WA, with the intention of WA Government increasing their current cap of 50,000 licenses

### **Review**

The job description will not be varied without first being discussed with the worker, who may request and shall be granted a review of their job description at any time.