

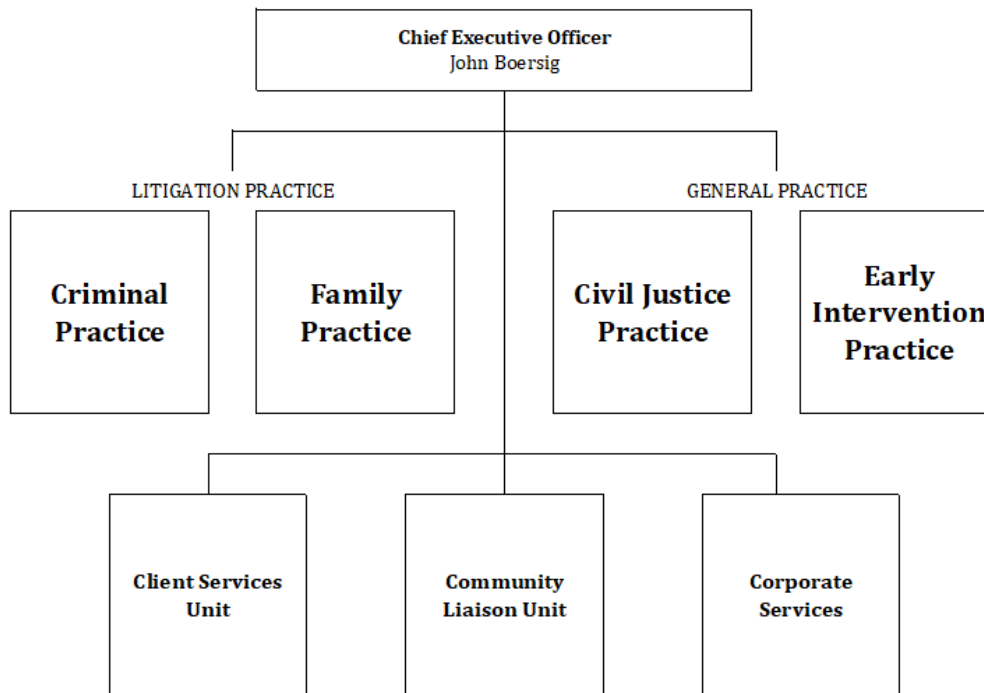
Position Title	Digital Outreach Officer
Classification	ASO4
Responsible to	Lawyer or Senior Lawyer
Number of direct reports	Nil
Number of indirect reports	Nil

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, Client Liaison Unit and Client Services).

The Communications Unit is part of the Community Legal Education (CLE) team and sits within the Civil Justice Practice.

The Digital Outreach Officer will support practice areas and the CLE team 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. The role works closely with the Communications Officer.

Essential Duties and Responsibilities

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
- 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

Selection Criteria**Essential:**

1. Display capability working with an inquisitive and innovative mindset to identify opportunity for improvement
2. 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
3. Demonstrated experience and/or studies in organisational change and developing effective working relationships and influencing others at all levels while displaying empathy
4. Ability to conceive small to medium initiatives / projects and collaborate with Executive and others to document them to initiation stage
5. Ability to use a diverse range of digital software tools and multimedia platforms and design content in a professional manner
6. Initiative, sound judgement and the capacity to respond to requests for assistance in urgent matters while working in a team environment
7. 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
8. Ability to work with minimum supervision, under pressure, to set work priorities and to meet competing and tight deadlines