

Recruitment Pack

Digital and Design Manager

Full time or Part-time (0.8 FTE)



Victoria**Law**
Foundation

Supporting better justice through
research, education and grants

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Diversity and inclusion

We encourage people from all backgrounds, abilities, and identities to apply for our vacancies.

The VLF is committed to a workforce that represents many different cultures, backgrounds and viewpoints. The more diversity we have in our team, the more perspectives we have, and the more bright ideas we can share and develop. We strive to foster a professional and inclusive environment where everyone is respected, valued and feels safe.

Aboriginal and Torres Strait Islander people are encouraged to apply.

The VLF will employ appropriate, effective and flexible strategies to improve opportunities, and will make reasonable adjustments to policies, practices and requirements where necessary to provide equal opportunity.

We understand that balance between work and other parts of our lives is important, and we support flexible work across all our roles.

If you require support in applying for this role, please contact the Victoria Law Foundation on 9604 8103 or email hr@victorialawfoundation.org.au

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1 The Victoria Law Foundation

The Victoria Law Foundation (**VLF**) was established in 1967 and is a statutory entity under the [Victoria Law Foundation Act 2009](#) (VLF Act).

VLF is led by the Executive Director, Lynne Haultain, and a Board representing the diversity of the justice sector led by The Honourable Justice Greg Garde AO RFD.

We are a small team of 25 staff, with expertise across research, education and events, grant making, business services and engagement and communications. Our functions are focused on capability – supporting the justice sector to engage effectively with the community they serve, and to build understanding and confidence in our legal system, particularly in civil law. All aspects of our work are informed by evidence and mutually supportive. Staff are encouraged to share ideas and work closely together to achieve the greatest impact.

Our staff love working with us! We have a great culture, low staff turnover and for the past five years our annual staff surveys have shown high to very high satisfaction rates in all key areas.

Funding

We receive annual funding from the [Victorian Legal Services Board Public Purpose Fund](#) with a small amount of additional income from investments and sponsorship.

With an operating budget of just over \$4 million, it is essential that VLF makes the most of our resources to deliver effective and targeted programs.

2 About our Strategy and Engagement function

The priority in the [VLF Strategy 2025-2027](#) is to build legal capability across the Victorian community. This means supporting Victorians to understand their law and navigate systems which can help them resolve civil legal problems. The data and evidence generated through our research is the cornerstone for all our work.

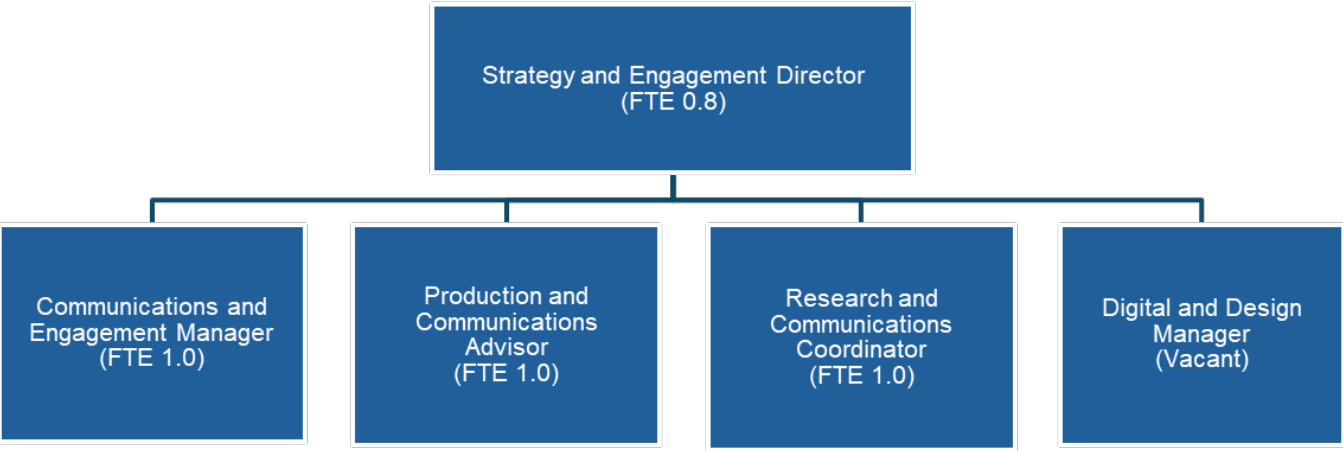
To fully leverage our rich research findings, we recognised the need for greater engagement with key audiences: the general public, schools and students, and professionals in the legal and community sectors.

That's where our new Strategy and Engagement function comes in! Our Strategy and Engagement Director leads integrated community and stakeholder engagement, bringing insights and learnings back into the development of effective strategy.

Strategy and Engagement is a highly collaborative cross-functional team dedicated to ensuring that research findings are effectively translated and communicated through opportunities in Education, Events and Grants. The key to success will be our ability to develop, design and distribute content which makes research insights meaningful, practical and impactful, ultimately transferring knowledge to improve legal capability.

To strengthen this engagement, we're expanding our capability in digital content and design. The **Digital and Design Manager** will play a key role in ensuring our research insights are translated into accessible, engaging, and inclusive digital experiences. This role will work closely across education, events, and grants to design content that is visually impactful and user-friendly, helping us connect meaningfully with diverse audiences and improve legal capability across Victoria.

Team Structure



3 About the role

Job title	Digital and Design Manager
Location	Melbourne, Australia (some travel may be required)
Reports to	Strategy and Engagement Director
Direct reports	NA
Key relationships	Strategy and Engagement Team Staff team External stakeholders
Contract type	Full-time or Part-time (0.8 FTE)
Salary range	\$110,000 pro rata + superannuation

Purpose

Reporting to the Director of Strategy and Engagement, the Digital & Design Manager is responsible for managing Victoria Law Foundation's brand identity and digital presence. The role leads the development, delivery, and continuous improvement of VLF's websites, visual identity, and digital tools. It ensures our brand and user experience are consistent, accessible, and aligned with organisational priorities. Working closely with internal teams and external suppliers, the role ensures VLF's digital platforms and design outputs are high-quality, technically sound, and fit-for-purpose.

You will bring a mix of creative direction, technical knowledge and project management skills to help VLF communicate clearly and confidently across audiences. The role requires experience in digital design and content production, an understanding of UX and accessibility standards, and a commitment to public-facing work that supports access to justice.

The Digital & Design Manager will be:

- committed to improving access to justice through user-centred design and clear communication
- skilled in digital project and asset management
- confident working across design platforms
- skilled in maintaining and developing website CMS and integrating data across platforms (experience in Webflow desirable)

- proactive, organised and responsive to competing priorities
- collaborative and adaptable, working effectively with internal teams and external suppliers
- focused on improving the digital experience for diverse audiences

Key responsibilities

Digital

- Maintain and update VLF's websites and digital assets, ensuring high performance, accessibility, and brand consistency
- Oversee the development of new digital tools or improvements in line with user needs and organisational goals
- Manage relationships with digital suppliers and developers, including briefing, coordination, and quality control
- Work with internal teams to shape and publish digital content that meets audience and platform requirements
- Lead the continuous improvement of VLF's digital platforms, including SEO, analytics, platform integration, UX and accessibility
- Brief and manage external digital support as required
- Provide support and troubleshooting for staff across key digital platforms (e.g. website CMS, EDM tools)
- Contribute to continuous improvement in VLF's communications practices, platforms, and outputs

Design & Brand

- Lead the application and evolution of VLF's visual identity across all communication and campaign assets
- Design and produce a range of brand and communication materials, including templates, reports, graphics, and event collateral
- Ensure VLF's brand is consistently and professionally represented across internal and external channels
- Collaborate with staff across the organisation to support high-quality design for campaigns, research outputs, events and education initiatives
- Manage and maintain design systems, brand guidelines, and shared assets
- Brief and manage external design support as required

All other tasks and duties as directed.

Key performance indicators

After 12 months in the role the successful applicant will have:

- VLF's digital platforms are well-maintained, user-friendly, and support strategic and audience engagement goals
- Design outputs are consistently high quality, professionally presented, and delivered on time across print and digital formats
- There is clear evidence of uplift in VLF's design and digital output, including improvements to brand presence, user experience, and content accessibility
- Digital updates and new tools are delivered effectively, with positive feedback from internal users and external audiences
- Website and content performance is tracked, reported, and used to inform continuous improvement
- Internal stakeholders are supported with expert advice and responsive design and digital solutions
- External suppliers are well-managed, with timely delivery and strong outcomes across design and digital projects
- The organisation's digital presence adheres to accessibility standards, reflects best practice, and meets the needs of diverse audiences
- Contributions to team culture, process improvement, and shared capability are recognised and valued

Benefits

As a member of the team, you'll have access to:

- Hybrid work – mix of office-based and work from home
- Flexible working hours
- Gratis days over the Christmas period
- Annual reading week for professional development
- Free and confidential Employee Assistance Program and a strong program of organisational development
- Personal professional development opportunities
- Paid Parental Leave of 14 weeks after 12 months service
- Salary packaging options.

4 Selection criteria

1. Demonstrated experience in leading digital and design projects, including maintaining and enhancing websites, CMS platforms (Webflow desirable), and digital assets to ensure accessibility, performance, and alignment with organisational goals.
2. Proven ability to integrate creative design and digital expertise, with strong skills in Adobe Creative Suite (or equivalent) and experience producing branded materials, templates, reports, graphics, and social media content. Please provide examples of both digital and visual design outputs.
3. Experience applying user-centred design principles to develop engaging, accessible, and visually consistent digital experiences for diverse audiences across websites, social media, and other platforms.
4. Well-developed project management and organisational skills, with the ability to manage competing priorities, deliver high-quality outputs to deadlines, and collaborate effectively with internal teams and external suppliers (designers, developers, and digital agencies).

5 Recruitment process

Apply for this position online, through the [Victorian Government Careers website](#). If you are applying through another job board (e.g., Seek), you will be redirected to this website.

The Victorian Government Careers website requires you to be registered to apply. When completing your registration, we only require you to complete the compulsory fields.

How do I apply?

Please include the following documents:

1. **CV / resume**
 - outline your relevant design and digital experience and qualifications. Please provide dates.
2. **Cover letter including addressing Key Selection Criteria (KSC)**
 - outline why you are interested in working at the VLF, and
 - respond to the KSC in Section 4 (p.10 of this Recruitment Pack). Please keep your responses brief – 150-200 words per KSC.
3. **Design portfolio of visual and digital design outputs (highly encouraged but not required)**

- showcase your design and technical skills, by providing us with examples of your work, such as:
 - Print layout and publications design work
 - Digital design examples (e.g., websites, newsletters, social media)
 - Links to websites, newsletters or digital projects your managed

**Applications close midnight Australian Eastern Standard time,
Sunday 21st September 2025**

About the selection process

After the closing date, applicants will be shortlisted for interview. We plan to interview within 2-3 weeks of the closing date.

Shortlisted applicants will be notified by phone to arrange an interview.

Applicants who are not shortlisted will be notified by email of their application status.

Who do I contact for more information or technical support?

Hannah Dart, HR Advisor

HR@victorialawfoundation.org.au

03 9604 8123

6 Our work

The VLF supports better justice for all Victorians through 3 additional functions: research, education and grants. Below is further information on our work across these functions.

Research

The [Research function](#) supports the VLF's vision:

A fair, equitable and accessible justice for all Victorians

Our research focus is described in the VLF Act as investigating the *legal and related needs of Victorians ... through research on the justice system, especially in matters relating to access to justice, legal services and civil justice*. We recognise access to justice as a core element of a functional democracy.

Through data analysis and independent research, we look closely at how people experience and understand the justice system; what is working to support Victorians to access justice and effectively and fairly resolve legal matters; and how the component parts of the system interact. The strong evidence base we build and present is a critical contribution to effective justice services and policy.

For more information on the
research function [click here](#).



To access published **research reports** [click here](#).



Under the [VLF Strategy 2025-2027](#) the priority is to build legal capability. VLF seeks to improve access to justice for Victorians by building understanding of legal need and capability. Research is a major contributor – it is the platform on which we build all our other activities. We are deeply committed to rigour and transparency in all our research, and ensuring the integrity, quality and usefulness of our work.

We actively engage with policy makers, fellow researchers, the public and private legal profession and major justice institutions to advance the development of research and evidence which is directly applicable in the pursuit of fair, equitable and accessible justice. We are engaged with Victorian and national policy makers, and actively participate in national and international exchange on access to justice research.

The VLF has had a research function for the last six of its 56 years. Although we are still relatively new, we are already highly regarded and well connected in Victoria, Australia and around the world.

Since the research function commenced, we have delivered significant pieces of work. This includes a world first large-scale, representative survey measuring legal need and legal capability across the Victorian community, the [Public Understanding of Law Survey \(PULS\)](#). We have also canvassed the use and utility of Victoria's civil justice administrative and service data (Data Mapping Project), and a survey of the Victorian community legal sector workforce. We are currently completing a project building on findings from the Public Understanding of Law Survey and Data Mapping Project, our Measure for Measure Project, canvassing what ways of working are seen to be successfully meeting legal need.

We have been closely involved with policy makers in discussions on the national approach to legal assistance, as well as an established commitment to local and international research and knowledge exchange through our Research Network and involvement in the International Access to Justice Forum.

Mapping justice	<p><i>Examining administrative data in the Victorian civil justice system</i></p> <p>Mapping the use and utility of administrative data across a broad range of civil justice bodies, including courts and tribunals, legal assistance organisations and dispute resolution bodies</p> <p>This work identified opportunities and challenges in using existing data to improve access to justice through the operations of large players in the sector, and set out some possible new directions to advance.</p> <p>Project completed in 2023/24 FY.</p>	Click here
Surveying legal need and capability	<p><i>Discovering how people understand and engage with the law</i></p> <p>Victoria-wide <i>Public Understanding of Law Survey</i> (PULS)</p> <p>Groundbreaking work to discover what Victorians know about their law, their experiences of the justice system, and capability in navigating processes and institutions.</p>	Click here

	Three main reports released and additional papers.	
Researching programs and activities	<p>Looking closely at what works in providing effective legal services to Victorians.</p> <p><i>Measure for Measure: Tailoring Everyday Justice</i> explores effective and tailored justice solutions in Victoria. The project showcases examples of initiatives that address legal needs, emphasising solutions tailored to individuals and specific issues.</p> <p>This work will investigate responses to some of the gaps revealed in the PULS and identify the attributes of their success and the challenges they deal with.</p>	Click here
Coordinating and sharing research	Build a network connecting the justice, community and academic sectors to enable knowledge sharing, encourage collaboration, extend the reach of our work and help us to learn from the experience of local and international experts.	Click here

The upcoming research agenda will continue to analyse the PULS dataset and further build evidence on legal need and capability, and following completion of Measure for Measure, undertake research and evaluation studies to close knowledge gaps concerning what works to meet legal need and capability.

Grants

VLF offers two kinds of Grants:

- **Major Grants** support civil legal projects that help legal organisations better understand and support the legal needs and capabilities of Victorians..
- **Everyday Legal Grants** support civil legal projects helping community organisations develop legal information or legal education programs.

For more information on our **grants** [click here](#).



Education

The Education function falls into two core areas:

- Events and Education programs for the public and the legal sector, and
- the [schools program](#).

Events

The main focus is the delivery of community and legal sector-focussed events throughout the year including:

- [Legal Laneway Breakfast](#) (Early February)
- [Victorian Law Week](#) (May)
- [In Conversation](#) (August or date to suit speaker)
- 'Law and You' Community Forum (October)
- [Enhancing Engagement Webinars](#) (three times a year)
- [Plain language Workshops](#) (twice a year)

For more information on **events** see our [website](#) and www.lawweek.net.au, and [annual reports](#).



Schools program

This delivers education programs for Victorian secondary school students to improve their understanding of the law and the legal system. Our program is directed to schools in low socio-economic parts of Melbourne and regional Victoria and is curated in consultation with legal and education experts to enliven students' studies within the curriculum, and improve their understanding of the legal issues that may affect them.

For more information on our **schools program** [click here](#)



For further information about **all our programs** see our [Annual reports](#).

