

Communications Manager Position Description

Position purpose

The purpose of the Communications Manager position is to:

- Ensure our work is relevant, to the point and cuts through as much as possible – by developing and implementing effective media and communications plans which will in turn support Kidsafe’s advocacy, awareness, media and fundraising campaigns and programs;
- Bring our storytelling to life – developing, reviewing and finalising content as required for Kidsafe’s Facebook, website, publications, newsletters, media, campaigns, fundraising;
- Help us engage the public – by providing a relevant flow of media information/activity and key messages.

Responsible to

This position reports to the GM of Kidsafe Victoria.

Key working relationships

- CEO
- General Manager
- Staff and contractors
- Kidsafe State and Territory offices and Kidsafe Australia as required – to provide support in creating National collateral, or providing/creating local media angles for national campaigns
- Media
- External customers and stakeholders

Hours

This position will be filled as a 0.8 full time equivalent position. The position will commence on an initial 12 month contract with a 3 month probation period and possibility of contract extension. Kidsafe is a family friendly organisation and has some flexibility in terms of the timing of these hours.

Location

The position is flexible and can be a combination of working from home, and working from Kidsafe Victoria’s office in Clayton. Travel to media events or launches will be required from time to time.

Salary

The salary will be equivalent to approximately \$77-90k pro rata + super, commensurate with experience.

Typical duties

- Develop and finalise all external facing communications as required e.g. website, media releases, website, resources etc
- Proactively liaise with all forms of media and other key external stakeholders as required
- Coordinate, draft and finalise content for internal and external publications, campaigns, blogs and other social media
- Monitor and refine user journeys as required
- Analyse and report on data from campaigns, including marketing effectiveness and evaluation
- Develop and implement strategies to promote and market Kidsafe’s campaigns and programs

Experience and skills

Essential

- A minimum of 5 years experience in communications/ PR/ marketing/ journalism
- Experience in dealing with media and generating coverage

- Highly organised with a 'can do' attitude
- Proactive and confident making recommendations and problem solving
- Proven ability to work in teams and autonomously, including the ability to prioritise tasks given the multi-faceted demands of the role
- Someone who can adapt and thrive in an evolving environment
- Ability to use initiative and work as part of a small team
- Excellent interpersonal and communications skills which are able to be applied across various media and internal and external stakeholders, with an ability to foster trusting relationships with all stakeholders
- Excellent written and oral communication skills with copy accuracy, particularly creating PR angles desirable to media
- Ability to work effectively under pressure and to meet tight deadlines
- Copywriting and editing, including ability to tailor writing to a brief and presenting material in a concise style suitable for digital platforms
- Social media campaign development
- Ability to assist in coordination of media launches and events
- Advanced proficiency in MS Word, Excel

Desirable

- Lead generation and nurturing campaigns
- Campaign automation
- Email marketing
- SEO and paid search strategies
- CRM data management
- Photography and Video production
- Ability to draft promotional and marketing plans
- WordPress CMS Websites
- Adobe Suite - Indesign, Illustrator and Photoshop

We are not just looking for someone based on their skills and expertise. We need someone who is going to fit in with our small team and organisational culture. This means you also need to be:

- Someone who thinks 'why not' instead of 'why' and is able to think outside of the box to address a challenge
- A strong and creative communicator
- Friendly, approachable and have good relationship management skills

If you like the sound of us, then please apply. While we are reviewing applications, we encourage you to get to know us a bit more through our various social channels.

Appointment to this position is subject to:

- A satisfactory 'Working with Children Check' under the *Working with Children Act 2005* (Vic)
- A satisfactory Police Check
- Proof of current whooping cough vaccination prior to commencement and willingness to have a flu vaccination each year (requirements due to our location at Monash Children's Hospital)