

Position Description



Position Title:	Marketing and Communications Manager
Location:	Malvern
Department	Fundraising and Communications
Reporting To:	General Manager – Fundraising & Communications
Main Purpose of Position:	The Marketing and Communications Manager will be responsible for all components of the marketing and communication strategy to meet the organisation's strategic objectives. The role provides marketing and communications expertise and support across the organisation to raise awareness and increase engagement to achieve financial outcomes to support families who need our support.
Number of Direct Reports	1 - Communications Coordinator
Decision Making Authority	As per Very Special Kids' Delegation of Authority
Key Relationships	<p>Internal</p> <ul style="list-style-type: none"> • Chief Executive Officer • General Manager – Fundraising & Communications • Executive Management Team • Fundraising & Communications team • Family Services team • Hospice team <p>External</p> <ul style="list-style-type: none"> • Media partners • Communications suppliers and service providers • Corporate partners and community fundraisers • Families supported by Very Special Kids • Volunteers
Key Selection Criteria	<p>Qualifications/ Education Training and Work Experience</p> <ul style="list-style-type: none"> • Extensive experience in a marketing, communications or public relations role • Previous management experience in leading teams and stakeholder engagement • Tertiary qualification in public relations, communications or marketing • Prior experience in the not-for-profit or health sector is desirable, but not essential

	<p>Knowledge and Skills</p> <ul style="list-style-type: none"> • Strong stakeholder management and influencing skills, including the ability to handle potentially sensitive issues • The ability to think broadly and conceptually with long term focus to inform the development of strategy • Experience in managing and implementing integrated campaigns across all channels including digital, media (including an existing list of media contacts), ATL, BTL, PR, Ambassadors and other key stakeholders including Government • Exceptional communication skills including written, verbal and non-verbal • Editorial skills and the capacity to repurpose content across diverse audiences and channels of communication. • Skilled in using Office, comfortable using CRM tools such as Salesforce and familiar with marketing automation and design tools. • Outstanding service orientation and ability to prioritise competing projects • Ability to work both autonomously and as part of a team <p>Personal Attributes</p> <ul style="list-style-type: none"> • Strong interpersonal skills to motivate others • An active team player, contributing to the wider fundraising and communication activities of the organisation • Personable and able to quickly form good relationships with a diversity of personality types • Compassionate and socially-minded, respecting the purpose and vision of Very Special Kids and the challenges associated with working within the not-for-profit sector.
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Leadership and strategy

Key Performance Indicators

Lead the development of the marketing and communications strategy to achieve organisational wide goals to raise awareness, increase the profile and advocate within the community and health sector.	Successful implementation of strategies.
Plan and execute integrated campaigns across multiple channels including digital, media, PR and engaging key stakeholders including Government, Corporate Partners, Ambassadors, Families and Volunteers.	Successful implementation of campaigns and plans
Staff management of the Communications Coordinator, including goal setting, coaching, direction for workflow and reviewing performance and development.	Performance and development plans completed. Weekly work in progress meetings held
Tracking and adhering to the Communications budget, including the management and provision of in-kind services.	Compliance with agreed annual budget
Provide support to the Fundraising Team's efforts to deliver events and campaigns. This may include assisting with ad-hoc administrative duties and attending events outside of normal working hours.	Successful completion of duties as requested

Corporate communication, branding and content creation

Key Performance Indicators

Manage the overall brand for all written and visual materials, such as external and internal style guides, key messaging documents, photography, video content and positioning statements.	Annual update of all key message documents and communicate internally and to key stakeholders.
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<p>Manage the development of all corporate publications and collateral including annual report, family communications, video content and key messaging.</p> <p>Provide support to the Donor Relations Lead with the development of fundraising communications and collateral.</p>	<p>Delivered to agreed timelines and budgets.</p> <p>Appropriate stories and messages sourced and developed to effectively communicate the impact of Very Special Kids to the various stakeholder groups.</p>
<p>Manage and refine Crisis Communications Plan that identifies reputation risks and outlines responses, appropriate spokespeople and communications process during a crisis.</p>	<p>Annual review of procedures and mechanisms in place with key staff, volunteers and external partners to mitigate reputation risks.</p>
<p>Support the Chief Executive Officer and Executive Management Team in the preparation of public statements, speeches and presentations.</p>	<p>Timely expertise provided when documentation required.</p>

Digital Strategy

Key Performance Indicators

<p>Develop a digital strategy aligned with the overarching strategy to increase engagement, awareness and reach across all digital channels including website, social media and new channels.</p>	<p>Successful implementation of plan.</p>
<p>Develop, manage and optimise the content marketing strategy.</p>	<p>Successful implementation of strategy.</p>
<p>Monitor, optimise and report on the data and insights from the digital platforms and campaigns with a focus on continuous improvement</p>	<p>Evaluations completed and agreed targets met.</p>

Media and Government Relations

Key Performance Indicators

<p>Oversee the development of the media relations plan to generate publicity through all media outlets - newspapers, radio, TV and online aligned with campaigns in market and to advocate for the work of VSK.</p>	<p>Quarterly plan completed and shared with internal stakeholders.</p>
<p>Assist in supporting Government Relations activities including managing media opportunities and communication plans.</p>	<p>Successful implementation of activities.</p>
<p>Manage the Ambassador program to increase engagement and engage new Ambassadors.</p>	<p>Demonstrated ongoing relationships.</p>
<p>Organise media events, including photo shoots and interviews, liaising with journalists, photographers and families to ensure positive outcomes.</p>	<p>Demonstrated ongoing relationships.</p>
<p>Evaluate and report on media coverage quarterly.</p>	<p>Quarterly evaluation completed and agreed targets met.</p>

Partnerships and supplier relationships

Key Performance Indicators

<p>Manage and develop media partnerships.</p>	<p>Demonstrated ongoing relationships with all partners.</p>
<p>Manage supplier partnerships including in-kind support to leverage and enhance existing relationships including digital,</p>	<p>Manage all supplier relationships to deliver activities to agreed budget and timeframe parameters.</p>

media monitoring, photography, print, videography and design.	
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OHS

Key Performance Indicators

Provide, so far as is reasonably practicable, a healthy and safe Workplace for staff, visitors and volunteers and comply with OHS policies and procedures, including: periodic reviews of work area, review all near miss/hazard/incident reports to ensure thorough investigations have been carried out & appropriate controls recommended, ensure all staff are inducted in OHS relevant for their role and attend mandated OHS training. In addition ensure there is an OHS Committee member for the team & OHS is a standing agenda item in team meetings.	100% attendance at OHS mandated training.
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Patient Safety and Quality

Key Performance Indicators

Be familiar with the patient safety and quality requirements of the National Safety and Quality and Health Service Standards as they apply to Very Special Kids. These requirements are to be included as agenda items in relevant meetings and you must fulfil all necessary planning and training obligations as appropriate to your role, or those of any direct reports.	100% completion of mandated training.
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Conditions of Service	
Hours	Full time working hours are 75 hours per fortnight. Position may require out of hours work, as some events and media opportunities are on evenings and weekends
Other	Current driver's licence
Salary Package	Competitive salary, plus superannuation and salary packaging.
Tenure	Permanent position after completion of six months probationary period.
General	Employment with Very Special Kids will be subject to a satisfactory Police Check and a Working with Children Check.

Privacy Statement: Personal Information may be collected and stored for the purpose of recruitment and selection. The information will only be used and disclosed for the primary purpose of its collection. Some exceptions exist. These may be obtained from the Privacy Officer.

Approvals	
Created by:	Rebecca Cowan, General Manager Fundraising and Communications
Approved by:	Michael Wasley, CEO
Date of Last update:	18 June 2019