

# Position Description



<b>Position Title:</b>	<b>Marketing and Communications Manager</b>
<b>Location:</b>	Malvern
<b>Department</b>	Fundraising & Marketing
<b>Reporting To:</b>	General Manager – Fundraising & Marketing
<b>Main Purpose of Position:</b>	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 help raise funds to support children with life-limiting conditions and their families, increase awareness of the Very Special Kids purpose and services, as well as to increase consumer & stakeholder engagement.
<b>Number of Direct Reports</b>	1 - Communications Coordinator
<b>Decision Making Authority</b>	As per Very Special Kids’ Delegation of Authority
<b>Key Relationships</b>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Chief Executive Officer</li> <li>• General Manager – Fundraising &amp; Marketing</li> <li>• Executive Management Team</li> <li>• Fundraising &amp; Marketing team</li> <li>• Family Services team</li> <li>• Hospice team</li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Individual supporters and donors</li> <li>• Corporate partners</li> <li>• Families supported by Very Special Kids</li> <li>• Volunteers</li> <li>• Media</li> <li>• Suppliers and complementary service providers</li> </ul>
<b>Key Selection Criteria</b>	<p><b>Qualifications/Education and Work Experience</b></p> <ul style="list-style-type: none"> <li>• Minimum of five years’ experience in a senior marketing, brand or communications role.</li> <li>• Tertiary qualification in marketing, communications, media or a related discipline.</li> <li>• Previous management experience leading teams.</li> </ul>

	<ul style="list-style-type: none"> <li>• Prior experience in the not-for-profit or health sector is desirable, but not essential.</li> </ul> <p><b>Knowledge and Skills</b></p> <p><i>Essential</i></p> <ul style="list-style-type: none"> <li>• Highly developed strategic marketing, communications, and project management skills.</li> <li>• Excellent strategic thinking, creativity and ability to problem solve.</li> <li>• Proven track record in developing, delivering and evaluating successful multi-channel campaigns including digital, media and print.</li> <li>• Excellent editorial skills and the capacity to generate content for use across diverse audiences and channels.</li> <li>• Exceptional communication skills including written, verbal and non-verbal.</li> <li>• Superior relationship management and influencing skills, including the ability to handle potentially sensitive issues.</li> <li>• Demonstrated experience effectively managing the performance, output and development of direct reports.</li> <li>• Outstanding service orientation and ability to prioritise competing projects.</li> </ul> <p><i>Desirable</i></p> <ul style="list-style-type: none"> <li>• Skilled in using various IT platforms including Microsoft Office and CRMs (i.e. Salesforce and familiar with marketing automation and design tools).</li> <li>• Ability to promote change across an organisation.</li> <li>• Capability to work outside of normal working hours and attend events where required.</li> </ul> <p><b>Personal Attributes</b></p> <ul style="list-style-type: none"> <li>• Strong interpersonal skills and propensity to motivate others.</li> <li>• Active team player, contributing to the wider Fundraising and Marketing team and broader activities of the organisation.</li> <li>• Personable and able to quickly form good relationships with a diversity of stakeholders.</li> <li>• Compassionate and socially minded, strong intrinsic regard to the purpose and vision of Very Special Kids and the challenges associated with working within the sector.</li> </ul>
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**Strategy**

**Key Performance Indicators**

Lead the development of the marketing and communications strategy to achieve organisational goals to raise funds, increase awareness, advocate within the community and health sector and enhance the accessibility to services.	Successful implementation of strategies.
In collaboration with key stakeholders, oversee the development of integrated marketing, brand and digital campaigns across multiple channels to engage key stakeholders including	Successful implementation of campaigns and plans.

supporters, families, volunteers, health sector, Government, corporate partners and ambassadors.	
Development and ongoing management of the Very Special Kids brand.	Successful completion and implementation of Very Special Kids brand strategy.
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 Marketing and Communications budget, including the management and provision of in-kind services.	Compliance with agreed annual budget.

### **Corporate Communication, Branding and Content Creation**

### **Key Performance Indicators**

Manage the overall brand and communications for all written and visual materials, such as external and internal style guides, key messaging documents, photography, videography and positioning statements.	Completion of style guide, annual update of all key message documents and communicate internally and to key stakeholders.
Oversee the development of all marketing communications, content, collateral and publications including information for culturally and linguistically diverse families, supporters, volunteers, partners, the health sector and other key stakeholders.	Delivered to agreed timelines and budgets. Rich content, stories and key messages developed to effectively communicate and engage Very Special Kids various stakeholder groups.
Manage and refine Crisis Communications Plan that identifies reputation risks and outlines responses, appropriate spokespeople and communications process during a crisis.	Annual review of procedures and mechanisms in place with key staff, volunteers and external partners to mitigate reputation risks.
Support the Chief Executive Officer and Executive Management Team in the preparation of public statements, speeches and presentations.	Timely expertise provided when documentation required.

### **Digital**

### **Key Performance Indicators**

Develop a digital marketing strategy aligned with the overarching strategy to raise funds, increase engagement, awareness and reach across all digital channels including website, social media and new channels.	Successful implementation of plan
Develop, manage and optimise the content marketing strategy.	Successful implementation of strategy.
Oversee the development and optimisation of digital content, as well as data insights and reporting from digital platforms and campaigns with a focus on continuous improvement	Evaluations completed and agreed targets met.

**Media and Government Relations****Key Performance Indicators**

Develop 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 Very Special Kids.	Quarterly plan completed and shared with internal stakeholders.
Secure and organise media opportunities and events, including coaching Very Special Kids spokespeople, writing talking points, photo shoots and interviews, liaising with journalists, photographers and families to ensure positive outcomes.	Successful pitches and media secured.
Manage the Ambassador program to increase engagement and secure new Ambassadors.	Demonstrated ongoing relationships.
Evaluate and report on media coverage quarterly.	Quarterly evaluation completed and agreed targets met.
Assist in supporting Government Relations activities including managing media opportunities and communication plans.	Successful implementation of activities.

**Relationship Management****Key Performance Indicators**

Build relationships between internal teams ensuring they receive adequate marketing support.	Demonstrated ongoing relationships with internal teams.
Manage and develop media partnerships.	Demonstrated ongoing relationships with all partners.
Manage supplier relationships including in-kind support to leverage and enhance existing relationships including digital, media monitoring, photography, print, videography and design.	Manage all supplier relationships to deliver activities to agreed budget and timeframe parameters.

**Quality, Safety and Improvement**

<p>VSK Employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:</p> <ul style="list-style-type: none"> <li>Acting in accordance and complying with all relevant Safety and Quality policies and procedures</li> <li>Identifying risks, reporting and being actively involved in risk mitigation strategies</li> <li>Participating in and actively contributing to quality improvement programs</li> <li>Complying with the requirements of the National Safety &amp; Quality Health Service Standards</li> <li>Complying with all relevant clinical and/or competency standards</li> <li>Complying with the principles of Patient and Family Centred Care that relate to this position</li> </ul>
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<b>Conditions of Service</b>	
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.***

<b>Approvals</b>	
Created by:	Marcia Christmas, General Manager Fundraising and Marketing
Approved by:	Michael Wasley, CEO
Date of Last update:	11 November 2020