

POSITION DESCRIPTION

POSITION DETAILS

Position Title:	Public Engagement Manager
Reports To:	Head of Fundraising & Innovation
Position Type:	Full time
Date issued:	November 2021

MAIN PURPOSE OF POSITION

The Public Engagement Manager is responsible for driving ActionAid Australia’s media and public engagement strategies to raise the organisation’s profile and brand awareness with the Australian public and key stakeholders as the “go to” agency for women’s rights globally. The role is responsible for managing the development and execution of innovative campaigns and events working together with Programs, Fundraising, and Campaign and Policy teams.

The role includes responsibility for the organisation’s owned communications channels (website, social media, and offline channels); the production of high quality content that promotes the organisation’s work and priorities; reactive and proactive media work; and the management of public relations initiatives.

Key objectives for this role are:

- Driving the organisation’s public engagement (including PR, media and events) strategy
- Creating compelling communications and marketing campaigns and content that raise the profile of our work
- Ensuring consistency and promotion of ActionAid’s messaging and branding across all outgoing communications

The Public Engagement Manager is a key member of the ActionAid management team and works with the Leadership Team to position the organization externally. The role supervises a small communications team that sits under the Fundraising & Innovation Team and includes a Media and Communications Officer and Graphic Designer. The Public Engagement Manager is a core member of the cross-functional Engagement Hub that is designed to use innovative storytelling and digital to connect Australian audiences within the women we work with.

KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
Strategy, management, coordination and planning	<ul style="list-style-type: none"> • Drive the development and implementation of ActionAid Australia’s public engagement strategy (including PR, media and events) to lift the profile of the organisation in collaboration with key staff members. This includes the formulation and implementation of project-specific and moment-based plans. • Work with the Leadership Team to determine to communications priorities for the organisation and oversee the communications plan for the organisation to meet cross-functional needs • Working cross functionally and as a key member of the Engagement Hub to ensure targeted activities to achieve our strategy and strengthen the engagement of a growing community of Australians in our work
Media work	<ul style="list-style-type: none"> • Drive ActionAid Australia’s media engagement, working with agencies to

	<p>ensure media moments achieve profile raising and thought leadership objectives and advance the organisation’s priorities</p> <ul style="list-style-type: none"> • Lead on developing key messages for media, based on agreed policy positions and emerging opportunities • Develop and maintain relationships with journalists • Coach and support the organisation’s spokespeople for individual media opportunities to ensure they well prepared • Coordinate with other agencies under the Emergency Action Alliance during a major humanitarian crisis to coordinate media and position ActionAid spokespeople
Public relations	<ul style="list-style-type: none"> • Develop and manage ActionAid Australia’s Ambassador program, ensuring it supports the achievement of key public relations objectives • Support the Media and Communications Officer to project manage the organisation’s signature event, Frocking Hilarious, and take responsibility for maximising the event’s impact • Proactively identify and develop high profile opportunities to engage mass public audiences with ActionAid to increase AAA’s profile and grow the supporter base
Communications and channel management	<ul style="list-style-type: none"> • Develop a strategic communications plan to guide content creation for: <ul style="list-style-type: none"> - ActionAid’s website and social media channels - Marketing materials - Technical resources • Oversee the management of web content, social channels, including scheduling and coordination processes, as well as coordinated analysis of reach and engagement • Lead on the production of ActionAid Australia’s Annual Report in accordance with the ACFID Code of Conduct • Develop and maintain relationships with communications colleagues across the Federation to enable collaboration and the sharing of stories and content
Messaging and branding	<ul style="list-style-type: none"> • Lead the rollout of ActionAid’s new brand, ensuring staff are supported to internalise key messages and adhere to brand guidelines • Develop and ensure the consistent use of key messages on strategic priorities and on emerging priorities as they arise • Ensure all out-going communications across channels and functions are consistent with each other, are on message, and adhere to AAA’s brand guidelines • Oversight of the editorial guidelines and sign off process
Budget & HR management	<ul style="list-style-type: none"> • Manage the communications budget for the organization • Supervise the Communications Officer and the Graphic Designer, setting clear performance objectives and growth plans and managing competing cross-functional requests • Operate in accordance with ActionAid’s Team Charter, core values and commitment to feminist leadership

SKILLS & COMPETENCIES REQUIRED

- A commitment to ActionAid Australia’s vision, purpose and values.
- A strong understanding of and commitment to women’s rights and feminist values.
- A degree in a communications, PR, marketing or a relevant discipline.

- At least 7-8 years' experience working in media and communications, or related fields.
- Demonstrated experience in PR and profile raising
- Exceptional written communication skills and ability to create engaging, high-quality content for all channels.
- Strategic thinking capability and ability to innovate
- Well-developed editorial and proofreading skills
- Strong interpersonal and oral communication skills
- Experience managing staff members and building dynamic teams
- Demonstrated experience in using a range of digital channels to engage people and inspire them to take actions.
- A high degree of initiative, creativity and self-drive, with proven ability to collaborate

Desirable:

- Previous experience in media management.
- Knowledge of international development issues, including human rights based approaches.
- Experience in brand management
- Experience using digital platforms, CMS

To apply, please send your CV and a cover letter highlighting how you meet the key requirements to hr.au@actonaid by November 30, 2021.

ActionAid follows COVID safe work protocols and as part of our duty of care to staff, we require all employees working from our Sydney office to be fully vaccinated unless they have a medical exemption.