

## POSITION DESCRIPTION

### POSITION DETAILS

Position Title:	Senior Communications Manager
Reports To:	Head of Fundraising & Innovation/Executive Director
Position Type:	4-5 days per week negotiable
Date issued:	April 2024
Salary range:	\$95K+ (superannuation + benefits + flexible work)

### MAIN PURPOSE OF POSITION

The Senior Communications Manager (SCM) is responsible for developing and implementing ActionAid Australia’s (AAA) communications strategy to raise the organisation’s profile with the Australian public and key stakeholders as the “go to” agency for women’s rights and climate justice globally. This role will lead the organisation’s Communications Hub – a cross functional team to ensure communications across campaigns, fundraising and programs are in line with overarching organisational strategy and meet communications objectives. The Communications Hub uses innovative storytelling and digital channels to connect Australian audiences with the work of ActionAid and the women we work with. This is a hands-on role that also requires a strategic thinker and communicator able to create compelling stories of impact. The role will have one direct report (Communications Officer) as well as matrix manage the Office and Events Coordinator. It will also work closely with outsourced media and design companies.

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

Key objectives for this role are:

- Driving the organisation’s communications strategy to grow the profile and positioning of ActionAid Australia with key audiences
- Creating and guiding the development of compelling communications that position the organisation's impact and expertise and inspire Australians to support our work
- Building a strong brand identity by ensuring consistency and promotion of ActionAid’s messaging and branding across all outgoing communications

The SCM is a key member of the ActionAid management team and works closely with the Executive Director to position the organization externally.

### KEY ROLES AND RESPONSIBILITIES

Key Responsibilities	Tasks/Duties
<b>Strategy, management, coordination and planning</b>	<ul style="list-style-type: none"> <li>• Drive the development and implementation of ActionAid Australia’s communications 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 a thought leadership strategy to grow awareness of AAA's expertise and impact.</li> </ul>

	<ul style="list-style-type: none"> <li>• 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</li> <li>• Lead the Communications Hub to ensure clarity of messaging across campaigns, fundraising and organisational communications is in line with strategy objectives and supports coherent movement building and engagement</li> </ul>
<b>Media work</b>	<ul style="list-style-type: none"> <li>• Work with our media partner to raise AAA's profile and expertise. This includes identifying media opportunities, drafting releases and providing key messages on agreed policy positions and emerging opportunities</li> <li>• Act as a liaison point with ActionAid International's media team for coordination around emergencies and global spokespeople</li> <li>• Be part of the Emergency Action Alliance "subject matter expert" group for Communications. Coordinate with other agencies under the Emergency Action Alliance during a major humanitarian crisis to position ActionAid spokespeople and content</li> </ul>
<b>Public relations</b>	<ul style="list-style-type: none"> <li>• Develop and manage ActionAid Australia's Ambassador program, recruiting and sustaining the engagement of high-profile Australians to raise the profile of our work</li> <li>• Oversee project management for the organisation's signature event, Frocking Hilarious (undertaken by the Office and Events Coordinator), and take responsibility for maximising the event's impact</li> <li>• Proactively identify and develop high profile opportunities to engage public audiences to increase AAA's profile and grow the supporter base</li> </ul>
<b>Communications and channel management</b>	<ul style="list-style-type: none"> <li>• Develop a strategic communications plan to guide content creation for: <ul style="list-style-type: none"> <li>- ActionAid's website and social media channels</li> <li>- Marketing materials</li> <li>- Technical resources</li> </ul> </li> <li>• Oversee the management of web content, social channels, including scheduling and coordination processes, as well as coordinated analysis of reach and engagement</li> <li>• Lead on the production of ActionAid Australia's Annual Report in accordance with the ACFID Code of Conduct</li> <li>• Develop and maintain relationships with communications colleagues across the Federation to enable collaboration and the sharing of stories and content</li> <li>• Lead on content collection projects working with AAA program team, freelancers and country program staff to ensure content meets communications and consent requirements</li> </ul>
<b>Messaging and branding</b>	<ul style="list-style-type: none"> <li>• Act as AAA's brand guardian - ensuring staff are supported to internalise key messages and adhere to brand guidelines</li> <li>• Develop and ensure the consistent use of key messages on strategic priorities and on emerging priorities as they arise</li> <li>• Ensure all out-going communications across channels and functions are consistent with each other, are on message, and adhere to AAA's brand guidelines</li> <li>• Oversight of the editorial guidelines and sign off process</li> </ul>
<b>Budget &amp; HR management</b>	<ul style="list-style-type: none"> <li>• Manage the communications budget for the organisation</li> <li>• Manage the Communications Officer, and matrix management of the Office and Events Coordinator</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Operate in accordance with ActionAid’s Team Charter, core values and commitment to feminist leadership</li></ul> |
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## 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 6-7 years experience working in media and communications, or related fields.
- Demonstrated experience in PR and profile raising
- Exceptional written communication skills and ability to crystallise complex issues into engaging, high-quality content for all channels
- Experience in strategy development and execution
- Well-developed editorial and proofreading skills
- Ability to lead teams and motivate staff
- Strong interpersonal and oral communication skills
- 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@actionaid](mailto:hr.au@actionaid) by April 26<sup>th</sup> 2024