

## Job Description

<b>Job title:</b>	Marketing and Communications Manager
<b>Reporting to:</b>	Executive Officer, Initiatives of Change Australia
<b>Hours:</b>	0.6 FTE (3 days)
<b>Salary:</b>	\$68K pro rate 12-month fixed term plus superannuation Position to be reviewed prior to extension
<b>Location:</b>	Initiatives of Change Centre, Armagh, 226 Kooyong Road, Toorak, VIC 3142

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## Purpose of the position

- To provide overall leadership of IofC Australia's Marketing and Communications activities so as to increase its public profile and ensure consistency of all external communications, with the aim of achieving a presence that is aligned to the vision, mission and operational values of IofC Australia

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## Responsibilities & duties

### Marketing

- Manage implementation and continue development of the organisation's overall marketing strategy, including support for programs to market their activities to existing and new audiences
- Strategise and implement focused campaigns to enhance and promote IofC Australia programs
- Create innovative collateral for events, symposiums, conferences, etc.
- Strategically manage regular publications, website and social media channels to effectively engage existing audiences and reach new ones
- Conduct regular analysis and track achievements on reach and engagement, drawing on Google Analytics, Facebook Insights, and other sources as relevant
- In cooperation with the Communications Officer and Fundraising Manager, provide oversight of IofC Australia's contact database, its data acquisition practices and privacy protocols

### **Content creation and channel management**

- Manage, oversee, and implement key branding messages across all public channels
- Lead, create and distribute content across the website, eDMs, socials, publications and media
- Manage the ongoing development of the lofC Australia website, including liaison with lofC International's Helpdesk and programmers, to maintain overall alignment with the lofC global family of websites while ensuring lofC Australia's needs are met
- Manage production of regular publications, including the annual report, the bi-monthly newsletter *Newsbriefs*, and the weekly 'What's On' mailer, in cooperation with contributors from the Board, programs and lofC community
- Supervise the drafting, scheduling and send-out of eDM as needed

### **Management**

- Provide effective leadership to drive the performance and outputs of the team, including the work of the Communications Officer and communications volunteers
- Contribute to management processes, including action for alignment on branding standards, event scheduling, and maintenance of a Communications calendar
- Cooperate and maintain relationships with international partners in the lofC global network, including lofC International Communications, the international Trustbuilding Program, and the Global Communications Group.
- Manage and report against relevant budgets
- Work with internal departments on strategic initiatives/projects
- As a member of the Coordinating Team, support the ongoing change processes in the organisation

## **Key Selection Criteria**

- Proven Marketing and Communications experience with a tertiary qualification
- Excellent verbal/written communication and interpersonal skills
- Impeccable stakeholder engagement skills both internally and externally
- Ability to collaborate internally to produce professional communications outcomes
- A high level of initiative and excellent attention to detail
- Results-driven and focused
- Demonstrated experience in digital marketing, managing, and updating digital content
- An innovative approach to think 'outside the box' and create solutions
- Demonstrated people leadership capabilities

*Applicants must be willing to undertake a national police record check and a working with children's check if required. (lofCA to arrange Police records Check prior to appointing*