



Job Description

Communications Manager

Division : Fundraising and Communications

Award: SCHADS Level 6

Location: Clayton or Geelong

About Our Village

Our Village is the new chapter in the story of St Kilda Mums, Geelong Mums and Eureka Mums. Turning pre-loved into re-loved so every child thrives.

Our vision is a future where we share more, waste less and care for every child. Our Village collects, sorts and redistributes essential nursery equipment, clothing, books and toys for babies and children in response to requests from a statewide network of social workers and Maternal & Child Health Nurses.

Position overview

A challenging and dynamic role to lead and manage Our Village (previously St Kilda Mums, Geelong Mums and Eureka Mums) communications, to build awareness of our work and to drive increased donations of money, of pre-loved goods and of people volunteering their time, to enable us to reach our 2030 goals.

This position covers all aspects of external and internal communications including but not limited to, marketing, digital, PR and brand management. This position will also lead and manage the planning, delivery and evaluation of the Our Village events portfolio.

Reporting to the Head of Fundraising and Communications, the role manages one direct report. It is hoped that as communications supports greater income growth, the communications team will increase in size over time.

The position will require some occasional travel to complete fundraising activities.

Key relationships

Internal	<ul style="list-style-type: none">• The role reports to the Head of Fundraising and Communications and will work right across the charity, requiring the post holder to build strong relationships with all Heads of Department and other managers. This requires working across sites in Melbourne and Geelong
External	<ul style="list-style-type: none">• Volunteers• Corporate supporters and business partners• Recipients of the charity's support and case workers to gather stories• Event hosts, suppliers and sponsors• Community leaders and organisations

Team Leadership

Direct Report	<ul style="list-style-type: none">• Digital Marketing and Communications Coordinator
Wider team	<ul style="list-style-type: none">• Volunteers

PRIMARY RESPONSIBILITIES

1. Communications

- Develop the charity's first ever communications strategy, aligning with 'Our Vision for 2030'.
- Monitor and report on delivery of the communications strategy
- Create plans for all aspects of the communications function and team to support the annual business plan and help the charity reach its business plan objectives and 2030 goals.
- Editorial leadership of website and all digital content
- Plan for and gather stories of impact to support our communications
- Develop and cultivate PR relationships to achieve coverage and raise awareness
- Project manage the continued rollout of the charity's new brand – the CEO and Head of Fundraising and Communications are the strategic leads for this work – you will lead and manage delivery of all operational aspects of the project.
- Lead and project manage the new brand launch and implementation.
- Be the charity's ongoing brand guardian and create systems and processes to manage the brand and its representation internally and externally, in terms of development and use of key messages, content and visual identity.
- Secure the use of external designers to support in-house capability for the creation of all collateral
- Activate fundraising appeals from a communications perspective
- Lead activation of corporate partnerships from a communications perspective.
- Use analytics and other evaluation methods to constantly improve the charity's communications

2. Planning and delivery of events portfolio

- Currently 3 major events to deliver: Mother's Day lunches x 2 and Business Breakfast x 1
- Project manage the delivery of smaller ad hoc events such as fundraising and donor cultivation events (e.g. winter drinks at the warehouse or dinners for major donors etc.)

3. Team leadership and management

- Management, coaching and professional development of one coordinator – hope to grow the team in future
- Influencing / upskilling of all managers across the charity to better understand how to use communications to achieve their goals and on when and how to involve and/or brief the Communications team

4. Business planning and budget setting and management

- Set the annual business plan and budget linked to the strategy
- Monitor delivery - achieving plans and KPIs (including income targets) within budget
- Advocate for increased investment as needed

Key competencies

- A commitment to the vision and values of the organisation
- Exceptional communicator, verbally and in writing
- Inclusive – values diversity and leverages it across our communications
- A commercial mindset – driving efficiencies and a positive customer experience.
- Systematic thinker – able to develop and execute systems and processes within the Communications area of the charity.
- Ability to use technology to drive and optimise communications e.g. Google suite of products, Salesforce, Campaign Monitor, Meta Business Suite, Google Analytics etc.
- Innovative – always at the forefront of best practice.
- Ability to think on your feet and handle multiple competing priorities at once
- Flexible – welcomes change and is able to support others through change. Willing to work at both strategy and operational levels within a small team and flexible in approach
- Collaborative – keeps people informed and involved, seeks solutions and engagement from others
- Problem solver
- Ability to build and nurture relationships
- Research and analytical skills – gathers and uses a wide range of data in decision making
- Growth Mindset – proactive and positive at all times – seeks learning, gives and receives feedback positively and constantly improves systems, processes and themselves.

Experience

- Strong background in marketing and communications ideally with a minimum of 3 years experience in a communications role with some management experience.
- Experience of managing events is preferable but not essential – you will need to demonstrate exceptional project management skills if you do not have events management experience.
- Line management experience is highly desirable
- Securing and managing external suppliers, e.g. Communications agencies, graphic designers etc.
- Creating and managing business plans and budgets

Special requirements

- Travel required, primarily between Melbourne and Geelong but longer term to locations across the state.
- Current Driver's License - it will be preferable that you have a car and the ability to travel easily as our team is based across Melbourne and Geelong and management of events will require site visits. We are also developing the charity across regional Victoria so some travel will be necessary in the future.
- Work outside of standard business hours (8am – 6pm) on occasion - particularly at key fundraising and engagement events.
- Current Working with Children Check

May 2024