Position Description

<table>
<thead>
<tr>
<th>POSITION TITLE:</th>
<th>Communications Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARD / CLASSIFICATION:</td>
<td>Social, Community, Home Care and Disability Services Industry Award 2010 Social and Community Services Stream – Level 6</td>
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<tr>
<td>SECTION:</td>
<td>Media &amp; Communications</td>
</tr>
<tr>
<td>LOCATION:</td>
<td>Adelaide</td>
</tr>
<tr>
<td>STATUS OF APPOINTMENT:</td>
<td>Part Time</td>
</tr>
<tr>
<td>HOURS PER FORTNIGHT:</td>
<td>Up to 60.8</td>
</tr>
<tr>
<td>DATE</td>
<td>November 2016</td>
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**UNIQUE VALUE-ADD / PURPOSE**
Manage and deliver effective communication and marketing of Volunteering SA&NT services and resources, positioning Volunteering SA&NT as the “go to place” in SA and the NT for information, resources and expertise related to volunteering and the volunteer sector. Enhance Volunteering SA&NT’s reputation and branding through effective planning, communication and marketing strategies.

**KEY PERFORMANCE AREAS**

<table>
<thead>
<tr>
<th>Key Performance Area</th>
<th>Accountability</th>
<th>KPIs and Timeframes</th>
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<tbody>
<tr>
<td><strong>Communications</strong></td>
<td>Strong communications strategy in place Effective messaging on strategic issues and initiatives Development and management of all existing and new communication channels that affect VSA&amp;NT business Support to the CEO on key communications</td>
<td>• Effective, accurate and timely communications developed, implemented and evaluated regularly • Brand awareness increased and evaluated for ongoing effectiveness • Website, social media, newsletters, magazines, mainstream media channels etc monitored and maintained for optimum effectiveness <em>Monthly review</em></td>
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<tr>
<td><strong>Marketing</strong></td>
<td>Strong marketing strategy in place Development and management of all existing and new marketing activities Design implementation of VSA&amp;NT marketing collateral</td>
<td>• Effective, accurate and timely marketing that delivers consistent brand messaging is developed, implemented and evaluated regularly • All design implementation overseen • Appropriate and effective collateral in place as required <em>Monthly review</em></td>
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</table>
| Relationships | Effective relationships with all stakeholders  
Productive media relationships | • Develop and maintain relationships with all stakeholders including media, business, members and evaluate effectiveness regularly  
• Grow media exposure to increase VSA&NT profile, presence and image, and evaluate regularly  

*Monthly review*

| Leadership | Collaborative national communication initiatives are supported  
Consultative VSA&NT communication and marketing activities involve all staff  
Internal communications team operates effectively | • Support and/or lead national initiatives for increased profile, presence and image for volunteering and the volunteer sector, and evaluate regularly  
• Lead internal communications activities, training and supporting staff at all times  
• Build and support an effective communications team to enhance the position requirements  

*Monthly review*

| Systems and Processes | VSA&NT policies and procedures relevant to the position are in place  
Contribution to all VSA&NT systems and processes | • Develop, implement and monitor relevant policies and procedures to support strong communications are in place and up to date  

*6 Monthly review*

| Reputation and Integration | Peak body and service provider role is enhanced and secure  
Effective delivery of communication initiatives that align with the work of the VSA&NT organisation | • Embed our role as the peak body and main service provider for support, information and training on volunteering across SA  
• Ensure communication and marketing are appropriate to the target audience  

*6 Monthly review*

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**STANDARD CONDITIONS**
The Incumbent must observe all lawful intentions and instructions and abide by VSA&NT Policies and Procedures, including WH&S, Code of Conduct, Confidentiality and Privacy.  
Duties will normally be performed between 8.00am – 6.00pm Monday to Friday.  
Must have or be willing to apply for a National Police Clearance.  
Annual Performance Appraisal will occur.  
All positions are subject to ongoing funding.

**SPECIAL CONDITIONS**
Some interstate and regional travel may be required.  
Current driver’s licence and use of own vehicle, if required (*mileage reimbursement will be paid as per applicable Award for this position*).  
Additional hours may be required, as negotiated with and approved by the CEO or Executive Managers.
### REPORTING RELATIONSHIPS
This position has dual reporting to the CEO & the Executive Manager SA

### WORKING RELATIONSHIPS
Member of Management Team

### SYSTEMS/PROCESSES
List any processes and systems this role is involved with, whether this role:
owns the process (O); owns the process jointly with the Manager (OJ); is a user (U); or n/a

<table>
<thead>
<tr>
<th>Process</th>
<th>Role</th>
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<tbody>
<tr>
<td>Media &amp; Communications</td>
<td>O</td>
</tr>
<tr>
<td>Client Relationship Management</td>
<td>U</td>
</tr>
<tr>
<td>Project Management &amp; Systems</td>
<td>U</td>
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<tr>
<td>Quality Systems</td>
<td>U</td>
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<tr>
<td>Administration &amp; Human Resources</td>
<td>U</td>
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<tr>
<td>Finance &amp; Payroll</td>
<td>U</td>
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<tr>
<td>NT Services</td>
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PERSON SPECIFICATION

Essential

Personal abilities and aptitudes
Proficient in using and managing digital communication platforms including websites and social media
Be self-motivated, able to anticipate needs and work independently whilst being proactive and solution focussed
Possess a consultative, proactive working style
Ability to liaise with high level stakeholders and work with a diversity of people across multiple disciplines and backgrounds
Ability to meet work targets and deadlines within tight time constraints
Ability to work collaboratively with others
Ability to lead and inspire others
Ability to exercise initiative and judgement
Ability to conduct research, to analyse problems and formulate appropriate solutions
Demonstrate flexibility and adaptability to rapidly changing timelines and expectations
Demonstrate experience in leading a small team

Education/Qualifications

Essential: Tertiary qualification in communications, public relations or related field / or a minimum of 5 years relevant work experience in communication or PR

Desirable: Tertiary qualification in project or event management

Skills and knowledge
Excellent written and verbal communication skills, with attention to detail and command of spelling, grammar and punctuation
Excellent networking and relationship management skills
Strong networks and media links
Brand promotions and marketing skills
Excellent planning, prioritising and time management skills
Experience in project planning and management
Proficiency with Microsoft Office suite

Desirable:
Knowledge of or experience in volunteering and/or experience of not-for-profit organisations and/or NFP sector
Willingness to undertake further study/personal development, if needs are identified

ACCEPTED

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<thead>
<tr>
<th>Name:</th>
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<tbody>
<tr>
<td>Signature:</td>
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<tr>
<td>Date:</td>
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