

## Position Description

Position Title	Strategic Communications Manager
Time Fraction:	Full time (38 hours per week)
Tenure:	Ongoing
Reports to:	Director
Positions reporting to this position:	Marketing & Communications Officer Media & Communications Advisor (Raising Children Network) Digital Communications Officer
Classification:	PRC Level 4 Senior Specialist
Reviewed:	June 2017
Working Relationships:	<b>Internal</b> <ul style="list-style-type: none"> <li>• Reports to the relevant Director</li> <li>• Works closely with the Chief Executive Officer on strategic communications, brand and issues management</li> <li>• Manages and supervises the work of 3 reports</li> <li>• Works closely with Directors, Program Managers</li> </ul> <b>External</b> <ul style="list-style-type: none"> <li>• Media</li> <li>• Partners</li> <li>• Stakeholder organisations</li> <li>• Clients</li> <li>• Suppliers</li> </ul>
Other Information:	Some interstate travel between the Melbourne Head Office and Sydney offices will be required.

## Position Overview

The Strategic Communications Manager supports the Executive Team in planning and delivering communications activity that builds the organisation's reputation and influence.

The Manager advises on broad communications strategies (related to strategic priorities) and oversees the Centre's appropriate use of media relations, branding, stakeholder engagement, events, digital & social media and other tactics.

Additionally, the Manager oversees marketing and communications activity for the Raising Children Network ([raisingchildren.net.au](http://raisingchildren.net.au)), excluding digital and social media.

Where required, the Manager also oversees and helps deliver communications plans and products to support key projects.

## **Key Responsibilities**

### **1. Strategic communication**

- Develop and manage the Centre's annual strategic communications plan
- Recommend and deliver communications activities that support the organisation's business development work, while also increasing the organisation's ability to influence policy conversations about parenting support.
- Provide as-need communications counsel to leaders and project managers.

### **2. Corporate marketing and communications**

- Manage the Centre's brand in accordance with existing policies and procedures.
- Manage the Raising Children Network brand and collateral development in accordance with the project philosophy.
- Manage the Centre's use of B2B digital channels to engage with policymakers and key organizational leaders
- Assist the Executive Team in planning and delivering appropriate internal communications.

### **3. Media relations**

- Manage all PRC and Raising Children Network media engagement (both proactive and reactive).
- Assist the Centre's spokespeople in preparing and delivering key messages via media channels.
- Prepare and distribute media materials.
- Act as primary contact for all media enquiries and be on call after hours as required.

### **4. Project marketing and communications**

- Oversee the provision of communications and stakeholder management advice to key PRC projects (i.e. acting as an internal consultant).
- Help project teams plan for and budget marketing and communications activity into project work plans.

### **5. People and project management**

- Participate in Leadership Team discussions and occasionally present plans and progress reports to the Executive Team and Board.
- Participate in Raising Children Network team meetings, including Senior Managers group.
- Collaborate effectively with program and project staff to accurately determine objectives and expectations for partnerships and mandatory requirements in all marketing activities.
- Supervise staff in the Strategic Communications Team.
- Manage specialist contractors, including development and maintenance of a trusted supplier list.
- Implement human resource processes, such as regular professional development plans.
- Be familiar with and implement operational policies in day to day business operation.

## **6. Events**

- Manage and be responsible for the successful running and promotion of the Centre's and Raising Children Network corporate events.

## **7. Reports and Budgets**

- Develop quarterly reports for the Raising Children Network Board.
- Develop annual reports for the PRC Board.
- Provide budget and cost advice to program managers for marketing and communications activities.
- Oversee and report on PRC and Raising Children Network media monitoring activity.
- Ensure timely completion of project deliverables and manage project budgets.

## **8. Other duties as required.**

## **Key Selection Criteria**

### **Essential**

1. Extensive experience in leading the development and delivery of strategic communications activities to enhance reputation and demonstrate thought leadership.
2. Strong and tangible experience in collaborating with senior leaders and colleagues to build support for new communications initiatives.
3. Strong knowledge and experience in utilising a range of communications channels (both traditional and digital).
4. Ability to work independently as well as in collegial, mutually supportive organisational environment
5. Superior written and verbal communication skills
6. Proven conceptual, analytical, research and project management skills proven experience in successfully managing communications staff and working in a matrix structure.
7. Proven experience in selecting and managing relevant suppliers (e.g. visual design agencies)
8. Current successful Criminal History Check and a requirement to undertake every 3 years
9. Relevant tertiary qualification

### **Desirable**

1. Corporate affairs and/or government communications experience
2. Experience in delivering communications programs that influence policy agendas/discussions
3. Familiarity with the non-profit sector
4. Experience in fields related to the Centre's mission

Personal Competencies Required	Position Competencies Required
Practices with a high level of integrity and professionalism in all aspects of a role	Knowledge of and a commitment to the organisation's values  A strong philosophical commitment to the development and dissemination of online, evidence based information and support.
Commitment to producing work of high quality  Motivated to work in the online environment	Experienced in producing quality outcomes according to planned timelines.
Ability to be proactive and positive in solving problems	Demonstrated decision making and problem solving skills.
Commitment to the ongoing development of a strong team culture  Eager to participate and contribute to a team environment	Demonstrated communication and interpersonal skills including effective collaboration and contribution of ideas to achieve the desired end result.  Experience in effective problem resolution, negotiation, ability to work with professionals from diverse backgrounds and teamwork.
Commitment to ongoing professional development	Demonstrated motivation to understand changing communications trends.  Understanding and knowledge of Quality, OH&S and Equal Opportunity principles.

## About the Parenting Research Centre

Research shows that parenting is one of the strongest predictors of child development. It has a profound impact on the health and wellbeing of children from the early year's right through to adolescence.

The Parenting Research Centre seeks better outcomes for children by increasing effectiveness and innovation in the way families are supported in their parenting.

We work with policymakers and service delivery agencies in the welfare, health and education sectors to improve the quality and effectiveness of services and supports provided to children and families.

This sees us working with funders – typically government departments and service delivery agencies – to design, adapt, implement and evaluate rigorous approaches to parenting support.

The Parenting Research Centre (PRC) is a national, independent non-profit research and development organisation established in 1997.

**Our corporate values are:**

- Commitment: we believe in the importance of parenting
- Excellence: we do our best to apply scientific knowledge in a practical way
- Open-mindedness: we value learning and inquiry
- Innovation: we are flexible and creative
- Responsiveness: we respond to community needs
- Collaboration: we pool our knowledge and our resources
- Stewardship: we are trustworthy and accountable.

**Our code of interpersonal behaviour is based on the values of:**

- Respect: treat people with dignity and communicate their worth
- Responsibility: be dependable, trustworthy and accountable
- Positivity: be positive and proactive, and focus on solutions and strengths
- Acceptance: embrace diversity, exercise tolerance, and look for the best in others

**About Raising Children Network**

[raisingchildren.net.au](http://raisingchildren.net.au) is Australia's premier evidence-based, non-commercial, online parenting resource. It covers topics about raising children from pregnancy and birth to the teenage years, providing a comprehensive online resource for parents and professionals. Raising Children Network is funded by the Australian government and is overseen by a two-member consortium, comprising the Parenting Research Centre (PRC) and Murdoch Children's Research Institute's (MCRI) Community Child Health Research Group and as well as the Raising Children Network Board of Directors.

Raising Children Network is a high-volume, complex project, with a range of content, web/IT, audio-visual and digital production projects that articulate and contribute to an award-winning resource that enables parents to learn about children's health, development and wellbeing and discover reliable information. Over 12 million people visited RCN in the past year. Parents rate its information as highly credible.

Raising Children Network's multichannel strategy makes its content available to parents and professionals across devices and via social networks. The full Raising Children Network team comprises digital, communications, health and science professionals and is dispersed across the PRC and MCRI, with oversight by the Executive Director.

**Approval**

Employee's signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_