



# Position Description

<b>Position title</b>	General Manager Communications and Engagement
<b>Reports to</b>	Deputy Commissioner Corporate Services
<b>Position type</b>	Permanent full time
<b>Direct reports</b>	3

## About us

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*Marine Rescue NSW (MRNSW) vision: A world class volunteer rescue service to prevent injury and death on NSW waterways. Our mission: Saving lives on the water.*

MRNSW is an essential emergency service and protects the NSW community by providing marine search and rescue response, monitoring and responding to marine radio traffic and delivering safety education programs.

MRNSW is equipped with a world class fleet and embedded in local communities throughout the NSW coast and priority inland waterways. Backed by state of the art technology and training, MRNSW is an industry leader in the southern hemisphere.

The heart of MRNSW is more than 3,000 active volunteer members, organised into 45 geographic units. We work with other emergency services, particularly the NSW Police Force, and promote boating and water safety through community events, education and engagement activities.

MRNSW is led by a Board of Directors elected from our members. Our staff team provides support to Directors, members and units across operations & capability and corporate services.

## The position

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### Overview

The General Manager Communication and Engagement leads strategy and performance in communication, marketing and engagement to drive a stronger connection between MRNSW and members, stakeholders and the public.

Managing the Communications and Engagement team, this position is responsible for coordinating proactive and reactive communications, developing and implementing a marketing and engagement plan to boost the organisation's profile, advocating safe boating practice, building positive supporter relationships and increasing engagement of grant makers, sponsors and other funders with MRNSW.

General Manager Communications and Engagement will ensure that all MRNSW communications and engagement activities are effective to:

- build the organisation's reputation as a world class marine rescue organisation to existing and potential members, partners and supporters
- identify and respond to opportunities to use legacy or new media to present MRNSW's mission in a positive, consistent and credible manner
- engage MRNSW members and stakeholders to build connections and ensure interactions with the organisation are positive, motivating, and advance MRNSW values and goals
- support the financial strength of MRNSW by maximising income from sponsorships, grants, donations, corporate partnerships and other revenue generating activities.

#### *Key responsibilities and accountabilities*

The position is responsible for:

- Developing and implementing strategies to identify and reach target audiences and build a safer boating community
- Supporting MRNSW units to effectively engage members and boost engagement with the community on boating safety, recruitment and fundraising
- Developing, implementing and reviewing membership recruitment and engagement strategy and resources including developing targets and programs for member recruitment, engagement, satisfaction and retention, analysing membership patterns, identifying and addressing issues and meeting equity and diversity goals
- Planning and delivering innovative and engaging community campaigns, activities and events that boost the profile of MRNSW and advocate safe boating practice
- Reviewing and overseeing content and strategy for MRNSW information and communication channels
- Responding to and managing the presentation of MRNSW in the public including legacy media, social media, and other digital platforms, and managing branding to maintain MRNSW's professionalism and improve community recognition
- representing and speaking on behalf of MRNSW at industry related press conferences and media events
- Supporting MRNSW's financial strength by guiding work to develop fundraising and revenue generating activities in line with MRNSW's mission, including accountability for achieving revenue targets where appropriate.

#### *Skills and experience*

The General Manager Communications and Engagement has significant experience in leading strategic communications and engagement, increasing brand awareness, deepening engagement with existing stakeholders and using multiple media channels to reach targeted audiences. They promote the organisation with credibility and tailor key messages to various audiences. They have experience in fostering diverse opportunities to increase financial support and investment, and a genuine appreciation and understanding of a volunteer-based community service.

The occupant of this position must hold current Australian citizenship or permanent residency.

### *Expectations and authority*

This position provides strategic leadership to MRNSW by creating, maintaining and managing the organisation's:

- Stakeholder engagement framework
- Marketing strategy.

As part of the MRNSW leadership team, this position contributes to managing and implementing:

- Our Organisation Strategy - 'One Marine Rescue'
- Our Service Strategy - Excellence in emergency services operations
- Our People Strategy - Enhance education and engagement
- Our Business Strategy - Drive efficiency and effectiveness
- MRNSW Code of Conduct, particularly for online behaviour standards.

### *Key relationships*

The key relationships of the position are with:

- Emergency service and maritime safety partners to advance MRNSW's reputation and capability awareness
- Transport for NSW on boating safety strategies and outcomes
- Boating industry associations and the community to promote MRNSW
- Members of Parliament and government agencies to manage media engagement
- MRNSW Operations Division and other teams to provide professional, high-quality communications, marketing and engagement content, resources and tools.

### *Key challenges*

As part of the MRNSW leadership team, this position works collaboratively to tackle key challenges including:

- Strengthening connections between staff and members to reinforce a safety culture, improve communication, increase operational standards and increase engagement
- Providing clarity on service delivery to members and what 'good service' looks like, using this to align messages, coordinate work and make service quality consistent
- Ensuring all our work supports effective service delivery including governance, systems, and ways of working including resource levels and allocation.

## **Selection criteria**

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### *Experience - Essential*

1. At least five years' experience in a leadership role in the areas of communications, marketing, grants/ sponsorship and/ or engagement
2. Proven experience developing strategies, campaigns and content with a track record of delivering measurable results in the areas of communications, marketing, grants/ sponsorship and/ or engagement
3. Strong record of effective and confident leadership in a complex environment, preferably a volunteer-based organisation, with proven ability to translate organisational strategy into priorities and goals, build a shared sense of direction and inspire others to achieve targets

4. Outstanding written and verbal communication skills including ability to represent the organisation in public and with key stakeholders

*Qualifications and skills - Highly desirable*

5. Track record of achieving ambitious targets in securing and fulfilling grants, sponsorships, donations, corporate partnerships and other revenue generating activities
6. Experience in implementing rigorous project evaluation methodologies to assess the performance and effectiveness of strategies and campaigns
7. Strategic and practical skills in a wide range communications technologies including both new and legacy media.