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| **POSITION DESCRIPTION** | |
| **Position Title:** | Manager, Communications |
| **Service/Facility/Department:** | Strategy & Transformation |
| **Direct Reports:** | Nil |
| **Key Relationships:** | **Internal:** Executive Leadership Team, Anglicare managers and teams, S&T team |
| **External:** Media & PR organisations, corporate supporters, Government organisations, industry groups & associations |

**Position Statement / Overall Purpose**

The overall purpose of the Manager, Communicationsis to contribute to increased awareness and understanding of Anglicare’s diverse range of services for our clients and community in areas of aged care, disability services, children and families support and mental health and wellbeing programs.

The Manager, Communications is responsible for planning and delivering communications to Anglicare’s key groups, including clients and staff, partners, supporters and media; writing, editing, co-ordinating and publishing content across various channels, including Anglicare’s intranet, website, social media, print and online; and supporting organisational responses tailored to different audience requirements.

The Manager, Communications will work in accordance with the values of Anglicare Southern Queensland (Anglicare) and support core business by providing service, guidance and advice within this position’s specialty area.

**Position Specific Credentials, Qualifications and Other Requirements**

* Current National Police Check
* Current Queensland Driver Licence
* Degree in Communications, Media, Journalism or similar; or equivalent combination education and experience
* Postgraduate qualifications in a relevant field (desired)

**Key Selection Criteria**

* A strong communications or media background with experience in public relations or journalism
* Strong copywriting and ability to adapt tone of voice dependent on audience
* A proven track record in pitching stories direct to journalists and influencers
* Ability to plan and implement strategic communications and media plans; draft social media and video content
* Highly skilled in drafting and editing external and internal communications and documentation
* The ability to work to strict deadlines and manage a range of issues at one time.
* Excellent verbal and interpersonal communication skills
* Strong relationship building skills, able to provide quality advice backed by supporting evidence
* Experience in updating websites creating digital content and CMS experience highly desirable

**Key Accountabilities and Responsibilities**

1. **Accountability: Communications management**

***Reach and grow audiences with the development of effective communications***

**Responsibilities:**

* Develop key messages and statements to suit Anglicare SQ’s corporate requirements
* Draft, publish and disseminate communication materials
* Seek media opportunities proactively and maintain relationships with key stakeholders
* Identify stories within Anglicare to share and profile both on our external channels
* Research, prepare and deliver briefing notes and advisory material on relevant matters
* Timely monitoring and engagement of media in a range of forums with a view to providing advice on matters of interest, ongoing issues, and future concerns
* Provide assistance to the Fundraising team with draft copy for outgoing appeals and fundraising copy

1. **Accountability: Strategy and planning**

***Identify opportunities, plan and execute to achieve maximum results***

**Responsibilities:**

* Develop and implement internal and external communications plans and engagement strategies
* Identify publicity opportunities to improve Anglicare SQ’s brand and reputation
* Review traditional and new communications channels
* Review and manage content and production of corporate publications, social marketing, newsletters, and website
* Plan draft and edit speeches, reports and correspondence as required
* Build and maintain relationships with services and create communications plans to promote services, and reach potential clients

1. **Accountability: Issues management**

***Provide clear and consistent messaging, aligned to our mission and values in response to emergent issues raised by the community***

**Responsibilities:**

* Assist management to provide appropriate responses through relevant communication channels
* Timely and accurate preparation and co-ordination of media responses to critical incidents or other issues as required

1. **Accountability: Evaluation and reporting**

***Effectively report and monitor against set deliverables and KPIs***

**Responsibilities:**

* Provide timely reports as required
* Monitor and meet media and communications targets within set policy, practice and time frames
* Calculate reach and AVE of proactive communications

**Other Duties and Requirements**

* Maintain confidentiality, including but not limited to information relating to residents, clients and employees of Anglicare and do not disclose information during or after employment.
* Act in accordance with Anglicare’s Code of Conduct and the organisation’s policies and procedures.
* Ensure that credentials and qualifications set out in this Position Description are current at all times.
* Undertake those tasks outlined on a duties list, or any other tasks delegated to you by your manager or supervisor, provided these requirements are safe, efficient, relevant, legal and within your abilities.
* Undertake work practices in a safe manner and comply with work health and safety instructions, within relevant policies and procedures.
* Undergo relevant evaluations and assessments, as requested by Anglicare, to ensure that the physical and functional requirements of the role can be met.

**Delegation of Authority:**

* In accordance with the Anglicare Delegations of Authority Policy.