



Position Title:	Communications Manager	Effective Date:	12 July 2021
Hours:	15 hours per week (0.4 FTE)	Line Management to:	Chief Operating Officer
Location:	To be negotiated with successful applicant	Supported by:	TBA
Benefits:	\$90,000 per annum full-time equivalent, plus superannuation and salary sacrifice options		

This position

The Westerman Jilya Institute for Indigenous Mental Health (the Institute) is a recently incorporated Aboriginal Community Controlled Organisation, registered under the *Corporations (Aboriginal and Torres Strait Islander) Act 2006*.

The Communications Manager will form part of a very small team, reporting to the Chief Operating Officer. They will need to show initiative and have a developed understanding of the tasks associated with marketing and communications in a small not-for-profit organisation. They will oversee all marketing and communications requirements for the Institute, including event planning and management, interfacing with the media and generating publicity, including social media as well as Sponsor and Donor management. They will ensure the Institute's policies and procedures support strong relationships and partnerships with the philanthropy and tertiary sector, as well as government and community sectors. They will also need to ensure all communications and marketing are culturally secure and meet the needs of the Aboriginal community and the Institute; as an Aboriginal organisation.

This position reports to the Chief Operating Officer and will work closely with the Board of Directors.

Key Responsibilities

Reporting:

- Prepare reports on outcomes achieved for the Institute's Chief Operating Officer as part of regular Board reporting.
- Maintain records of media coverage and collate analytics and metrics.

Finance:

- Responsible for managing the communications budget as set with the Chief Operating Officer.

Operations:

- Effectively utilise resources to ensure that the operations of the organisation are appropriate.
- Ensure that the administrative requirements of the Institute are aligned to best practice processes and transparent practice.
- In accordance with the Performance Development Planning and Review Policy (under development), develop a Work Plan that aligns activities and tasks with the Institute's strategic priorities and operational plans.
- Management of volunteers and their respective roles.

Communication and marketing:

- Develop, implement and continuously improve the Institute's fundraising campaign goals and strategies based on the Institute's target audience.



- Write, edit, and distribute content, including publications, press releases, social media and website content, annual reports, speeches, and other marketing material that communicates the organisation's activities.
- Respond to media inquiries, arrange interviews, and act as a spokesperson for the Institute.
- Management of Jilya's social media accounts and responding to queries where appropriate within the Jilya Social Media Policy and Guidelines (under development).
- Manage campaign launch events, involving key stakeholders, as required.
- Lead and develop resources and implement effective communication and consultation strategies to inform the work of the Institute's campaign.

Relationship management:

- Build and maintain effective communication with Institute stakeholders with Institute donors, major sponsors and stakeholders.
- Establish and maintain relationships with journalists and develop a media database.
- Support forums and/or facilitate committees and workshops with key stakeholders as required and or supported by the Institute.
- Identify target audiences and create strategies to effectively engage them.
- Build and maintain effective partnerships with higher education institutions for the purpose of ensuring pastoral support for scholarship students.
- Build and maintain relationships with scholarship recipients.

Occupational Safety and Health - Safety and quality systems:

Staff have a 'duty of care' responsibility for safety and health at the workplace. Under Section 20 of the *Occupational Safety and Health Act 1984*, your 'duty of care' means that you must:

- Work safely to ensure your own safety and health;
- Make sure your actions do not cause injury or harm to others;
- Follow instructions on safety and health and abide by Police and procedure and ask for assistance if you do not understand the information;
- Report any hazards, injuries or ill health to your line supervisor; and
- Cooperate when you are required to do something for safety and health at the workplace.

Other:

- Other duties as reasonably requested by the Chief Operating Officer.
- Demonstrate a commitment to your own continued Professional Development.
- Efficient use and maintenance of the Institute's materials and equipment.
- Respond to, action and record any complaints and report any problems and suggestions for improvement.

**Selection Criteria:**

1	Relevant experience in a communications role.
2	Demonstrated strong communication skills (interpersonal, written, verbal and non-verbal) and an ability to communicate effectively with Aboriginal and Torres Strait Island people.
3	Good time management and organisational skills.
4	Experience and skill in working with a Board of Directors and a demonstrated understanding of the operations of a not-for-profit organisation.
5	Relevant tertiary qualification or significant experience.
6	Values and attributes that align with the vision and goals of the organisation.

Essential Eligibility Requirements:

The occupant of this position will require the following prior to appointment.

- Current C or A class driver's license
- Working with Children Check
- National Police Clearance
- Be able to travel as required
- Be available to work outside standard business hours when required