

Job Title:	Communications Director	Location:	Canberra
Team:	Communications	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	Award Level:	Level 8
Reports to:	Chief Executive Officer		
Primary Job Purpose			
The Communications Director reports to the Chief Executive Officer and is a member of the Senior Leadership Team. The Director ensures FARE’s communications activities contribute to achieving the organisation’s strategic objectives and operational plans.			
Responsibilities			
<ul style="list-style-type: none">• Lead FARE’s Communications team and coordinate workflow to achieve the organisation’s strategic objectives.• Provide strategic advice and engage the CEO, Senior Leadership Team and Board in planning for communication activities.• Identify the organisation’s strategic communications objectives, key activities to achieve these objectives, and how success and impact will be measured.• Develop and implement consistent messaging for the organisation that reflects the organisation’s strategic plan and priorities.• Oversee the brand and marketing of the organisation to raise the profile of FARE across Australia.• Oversee management of the key communication channels for the organisation including websites, social media platforms, media outputs, marketing materials and publications.• Work with the other teams in the organisation to provide strategic communication advice, develop communication strategy and priorities, and support the implementation of advocacy and health promotion campaigns.• Work collaboratively with the Policy and Research Director to develop campaign and advocacy strategies that progress key policy priorities.• Work collaboratively with the Projects and Partnerships Director to develop health promotion projects and contribute to funding development strategy.• Manage and maintain strong stakeholder relationships including with people with lived experience of alcohol harm and organisations across the not-for-profit sector.• Oversee the budgeting, financial management and reporting of FARE’s communication activities.• Represent the organisation in a range of forums to community, government, and peak body stakeholders.• Contribute to the implementation of FARE’s Strategic Plan and develop organisational operational plans with the CEO and other members of the Senior Leadership Team.• Adhere to all requirements of the Work Health & Safety Act and Regulations, both personally and in relation to the other staff and the company in general.• Perform other duties as directed by the CEO.• Apply the principles and practices of FARE and adhere to the company’s Values and Code of Conduct.			
People Management	The position has 5 direct reports.		
Budget Management	The position oversees the budget for the communications components of the organisation.		
Capabilities			
Qualifications/ Experience	<ul style="list-style-type: none">• A degree in communications, politics, management or similar.		

	<ul style="list-style-type: none"> • 5 years' experience in senior communications roles in a relevant field with a successful track record. • A minimum 5 years' experience in leading a dynamic and highly skilled teams in a fast-paced environment. 		
Knowledge/ Skills	<ul style="list-style-type: none"> • Demonstrated strong written and verbal communication skills. • Knowledge of the digital, social, and traditional media environment. • Knowledge of key communications, social change and campaign theories and practices. • Skills in developing, overseeing, and implementing contemporary advocacy campaigns. • Strong management skills, including ability to mentor, develop and motivate staff. • Demonstrated ability to work with others across teams and at all levels. • Demonstrated ability to set goals and work productively with minimal supervision. 		
Personal Attributes	<ul style="list-style-type: none"> • Strong attention to detail. • Ability to work, lead and make decisions under pressure. • Strategic, with strong project management skills. • Demonstrated passion for building a values-based, high performing and effective team environment. • Ability to manage conflicting priorities within a dynamic environment. • Demonstrated 'can-do' attitude and willingness to actively contribute to developing a culture of excellence, creativity, responsiveness and flexibility. • Demonstrated commitment to continuing professional and personal development. 		
Reviewed By:	Caterina Giorgi	Date:	30/05/2023
Approved By:	Caterina Giorgi	Date:	30/05/2023
Last Updated By:	Ayla Chorley	Date/Time:	29/05/2023