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| Job Title: | Marketing and Communications Director | Location: | Australia-wide |
| Team: | Marketing and Communications | Position Type: | Full-time |
| Award: | Social, Community, Home Care & Disability Services Industry Award 2010 | Award Level: | Level 8 |
| Reports to: | Chief Executive Officer | | |
| Direct reports: | 7 | | |

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| Primary Job Purpose | | | | |
| The Marketing and Communications Director reports to the Chief Executive Officer and is a member of the Senior Leadership Team. The Director ensures FARE’s marketing, communications and funding development activities contribute to the organisation’s strategic objectives. This is a strategic role with management responsibility, which also works across the organisation. | | | | |
| Responsibilities | | | | |
| * Lead the Marketing and 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 communication and campaign 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 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 and fundraising channels for the organisation including websites, social media platforms, media relations, events, marketing activities and publications. * Work with and across the organisation to provide strategic communication advice, develop communication strategies, and support the implementation of advocacy and health promotion campaigns. * Develop a comprehensive funding development plan for FARE that executes best practice strategies and techniques, incorporating appeals, peer-to-peer fundraising, trusts and foundations, partnerships and bequests. * Prepare high level applications for funding opportunities with trusts, foundations and governments. * Manage and maintain strong stakeholder relationships including with people with lived experience of alcohol harm, philanthropists, government agencies and organisations across the not-for-profit sector. * Oversee the budgeting, financial management and reporting of FARE’s marketing, communications and funding development 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 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 7 direct reports. | | |
| Budget Management | | The position oversees the budget for the communications and funding development components of the organisation. | | |
| Capabilities | | | | |
| Qualifications/ Experience | | * A degree in communications, marketing, philanthropy, politics, communications, management or extensive work experience. * A minimum of 5 years’ experience in senior communications, campaign, marketing or philanthropic roles in a relevant field with a successful track record. * A minimum of 5 years’ experience in leading a dynamic and highly skilled teams in a fast-paced environment. | | |
| Knowledge/ Skills | | * Knowledge of key communications, social change and campaign theories and practices. * Demonstrated strong written and verbal communication skills. * Knowledge of the digital, social, and traditional media environment. * Strong attention to detail. * 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 | | * Ability to work, lead and make decisions under pressure. * Strategic, with strong high level 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: | 19/04/2024 |
| Approved By: | Caterina Giorgi | | Date: | 19/04/2024 |
| Last Updated By: | Ayla Chorley | | Date/Time: | 7/5/2025 |