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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.
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| 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.
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| 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.
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| 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.
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| 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 |