Team Member

Role description & person specification

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| **Title of Role: Service Leader, Marketing and Communications**  **Term of Appointment: Full-time preferred, but part-time negotiable (contract term to be confirmed)** |

**ABOUT THE ROLE**

**1. Summary of the role’s aim**

The Service Leader, Communications is responsible for the tactical leadership of communications activities across the Julia Farr group of entities, including coordinating a range of communication policies, plans, processes, and practices, that support high quality communications across the Julia Farr group with external stakeholders, increasing our reach into the disability community and strengthening our advocacy’s influence.

**2. Main Benefits (Outcomes)**

*[A summary of the measurable benefits that will be brought to the target community]*

The success of this role will be reflected by an improvement in the life chances of people living with disability[[1]](#footnote-1) through:

* Growth in audience numbers and engagement across all communications platforms to drive broader engagement in our services and policy initiatives
* Well-planned, highly accessible, dynamic, web presence that curates our growing body of work, levering the value of our digital assets to strengthen our positioning as the ‘go to’ voice for authentic inclusion of people living with disability
* Well-planned, highly accessible, dynamic digital social media carrying breaking news, policy and practice commentary, and which co-ordinates content across different aspects of our group of organisations and brings engagement to our policy questions, housing vacancies, assistive technology services, and grant opportunities
* High quality relationships with mainstream news media producers, announcers, journalists, and related staff, that gives regular positive coverage of communications content we initiate, and where those stakeholders also regularly reach out to us for content and comment
* Well-targeted communications to stakeholder groups using e-alerts, newsletters, etc, that support stakeholder awareness and engagement in our services and policy initiatives
* Communications content includes paywall/payment options to raise revenue to support our work
* All communications content reflects our values, carries brand coherence, is credible and defendable, and is accessible, maintaining and growing our voice with policy makers and within the disability community

**3. Main Deliverables (Outputs)**

*[A summary of what the role will quantitatively produce]*

* A documented suite of communications planning, policies, and protocols, reviewed at least annually, that guide the work of the Communications Unit and broader staff practice
* Effective planning and implementation of communications activities across the Julia Farr group to support brand coherence, consistent messaging and operational efficiency across a diverse range of projects and initiatives
* Consistent, easy-to-navigate web presence for all entities that has been regularly and timely updated throughout each year to reflect new material we produce in our work
* A documented completed annual program of relevant social media content for each agency, with frequency of posts in line with the needs of the target audience
* A documented completed annual program of media stakeholder relationships development, with a documented audit trail of media stakeholders we are connecting with
* A documented completed annual program of targeted email/newsletter communications to key stakeholder groups, including inhousing (tenants and customers and their representatives), grants stakeholders, and PO policy/practice stakeholders, ensuring a joined-up approach to email campaigns across the Julia Farr group agencies
* An up-to-date database of stakeholder details that is effectively segmented to drive targeted stakeholder communications and is compliant with relevant legislation, including data protection and anti-spamming requirements
* Designed, developed, and curated, website subscriber paywalls that generate revenue
* Completion of regular analysis and reports on the work, to assess impact on strategy and values

**4. Main work activities (Processes)**

* Researching and writing content for communications plans, policies, and practice to reflect the needs of each agency within the Julia Farr group, strengthen good communications practice and reduce duplication
* Scheduling and communicating review activities of communications work
* Setting daily and weekly targets for communications activity, based on Key Performance Indicators
* Collation, analysis and reporting of activity data to inform learning and continuous improvement of communications activities
* Stakeholder mapping and analysis
* Preparing tender calls for design and maintenance of website services
* Writing editorial and other copy to deliver against strategic and policy objectives
* Provision of developmental-based line support to communications staff, including work planning, performance review, professional development, and wellbeing support
* Provision of developmental-based support to operational colleagues in relation to planning and implementing high quality communications activities to deliver strategic objectives and optimise community engagement
* Acting as ‘brand champion’ in support of brand coherence and to reinforce the collective brand value of the three entities in the Julia Farr group
* Liaison with senior colleagues and board on portfolio matters
* Risk identification, documentation, assessment, and response planning
* Preparation and dissemination of communications to internal stakeholders on portfolio matters
* Development and curation of communications document storage and retrieval
* Development and maintenance of relationship with website and other relevant platform suppliers
* Preparing and monitoring an annual budget for the Communications Unit
* In line with delegation limits, approving invoices relating to spending within this portfolio
* Developing and overseeing arrangements that ensure communications continuity, including during weekends, public holidays, and own annual leave
* Preparation of portfolio reporting for senior colleagues and board
* Participation in activities that contribute to other strategic and tactical activities at the three agencies, in support of our values
* Other activities as directed by CEO

**5. Reporting/Working Relationships**

**This role reports to (role sponsor):** CEO or delegate

**This role provides formal support and guidance to the following other roles:**

* Other communications staff reporting in ton this portfolio
* students, trainees, interns, volunteers etc who may from time-to-time be involved with this portfolio

**This role is responsible for leading sustained good networks with stakeholders, including:**

* staff, interns, students and volunteers across the Julia Farr entities and hosted initiatives
* People living with disability, their families and other informal supporters
* Suppliers
* Government agencies involved in legislative, regulatory, and/or contractual compliance
* Board members, including those undertaking Board-mandated detailed work in areas relevant to this portfolio

**6. Special Conditions** (Such as travel requirements, frequent overtime, etc).

The incumbent is required to:

* be available to coordinate out-of-hours emergency response on a rostered basis.

The role demands a commitment to:

* support the integrity of the organisation by maintaining a high standard of personal and professional conduct that supports our values, including:
  + people living with disability having personal authority in their lives
  + people living lives of active citizenhood
  + inclusive communities
  + capacity-building
  + the exercise of ambassadorship
  + the exercise of your best judgement in respect of safeguards for you, your fellow team members, people living with disability and their families, and other visitors to our organisation
* support, and contribute to, the achievement of the goals of the Julia Farr group, as set out in strategy and business plan documents
* initiate, and participate in, activities in support of best practice, a learning organisation, and the generation of knowledge capital
* work outside of normal business hours when needed
* participate in performance planning and review, as frequently as may be required, but at least annually, and commit to ongoing personal and professional development
* be willing to change office location if directed as a result of service development and organisational change.

Acknowledged by Role Holder ............................................... ........./....../.....

Role Sponsor................................................................ ......../......./.....

**ABOUT THE ROLE HOLDER**

**Essential Criteria**

*Personal characteristics:*

* deep commitment to social justice and the advancement of people into lives of valued membership in mainstream community life
* An inquisitive and analytical mindset, reflecting an active curiosity about how to deepen and extend quality and resolve issues
* inclusive leadership style, and a warm collaborative interpersonal style
* highly organised

*Knowledge, skills and experience:*

1. Demonstrated professional capacity in communications
2. Experience and success in planning and leading a diverse program of communications work across digital communications and media, including managing campaigns and maintaining the currency of digital communications assets
3. Experience and success in setting up and maintaining mainstream news media stakeholder relationships
4. Development and maintenance of effective relationships with a wide range of communication stakeholders
5. Project management across multiple simultaneous projects with a wide variety of stakeholders
6. Highly organised, with a demonstrated capacity to prioritise, work under pressure and meet deliverables on time and on budget.
7. Demonstrated capacity to communicate effectively both verbally and in writing
8. Demonstrated capacity to provide line-support
9. Demonstrated ability to contribute to the maintenance of a harmonious, safe and healthy workplace, free of harassment, unlawful discrimination and bullying, where diversity is valued.

**Desirable criteria**

1. A relevant tertiary qualification
2. Personal insight of what it means to live with disability

1. Throughout this document we acknowledge and support the benefits that family members can also gain from this role [↑](#footnote-ref-1)