

POSITION DESCRIPTION

Position title	Communications Lead
Group	Communications, Policy and Partnerships
Classification	Level 5
Location	Hybrid working arrangements - combination of work at Carers Victoria Melbourne CBD and home-based office work, in line with business needs.
Reports to	Marketing and Communications Manager
FTE/ Tenure	0.8 FTE, ongoing

Organisational Purpose
<p>Carers Victoria is a for-purpose organisation working to make sure that the almost 1 million unpaid carers across the state are understood, recognised and supported as while it is an important role, it can also be a challenging one.</p> <p>To progress our vision of a future in which all unpaid carers are recognised, valued and supported, we:</p> <ul style="list-style-type: none"> • provide them with free with advice and information to help them in their role • connect them to respite activities that allow them to take a break and recharge; • deliver events and education for carers and carer-interested organisations • collect, analyse and release information about carers so their role and their needs are better understood. <p>These contribute to our purpose of advancing understanding of Victoria’s unpaid carers and improving their access to assistance - whoever they are, wherever they live, and whomever may be in their care relationship/s. Every Victorian will know, need and/or be an unpaid carer at some point in their lives so the potential reach of our work is significant.</p> <p>Carers Victoria also prides itself on being an enthusiastic, inclusive, and fun workplace. The people who work with us tell us that they value our warm and welcoming work environment, our high level of flexibility and that the work we do makes a real difference. Our values speak to who we are and what matters to us:</p> <p>Committed to carers and caring Able to build and strengthen community Respectful and united in our differences Empower curious and creative pioneers Responsible for our actions, we celebrate success, learn from the rest</p>
Group Purpose
<p>Communications, Policy and Partnerships</p> <p>The Communications, Policy and Partnerships Group will have responsibility for leading the organisation’s:</p> <ul style="list-style-type: none"> • Marketing and communications, strategic partnerships and membership acquisition functions. All critical to achieving the organisation’s Strategic Plan, the Group will work collaboratively with staff across the organisation to build and execute strategies that drive increased public awareness of carers and Carers Victoria; that exponentially grow the number of carers connected and engaged with Carers Victoria; and building partnerships with corporate and philanthropic partners that contribute to both these gains and revenue diversification. • Policy and insights function, building a cross organisational evaluation program and supporting the development and dissemination of timely, strategic and engaging analysis and commentary that drives increased awareness and support for carers and carer informed services, policy and advocacy efforts; and • People, culture and leadership function, creating a supportive workplace and a thriving, high-performing workforce.

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Position Description - Purpose and Objectives
<p>The Communications Lead is an integral role in the Marketing and Communications Team, being responsible for driving increased public awareness, brand recognition and new carers connecting with Carers Victoria by:</p> <ul style="list-style-type: none"> • Initiating content plans in collaboration with internal stakeholders to develop and deliver written materials aimed at enhancing brand and public awareness. • Developing and distributing communications including print and online content, EDMs and internal and external collateral and communications • Conducting research to support content and communication strategies, including analysing trends, drawing from competitor activity provided via the National MarComms working group. • Media support, including monitoring, drafting releases, preparing media kits and tracking campaign results. • Providing support to the Marketing and Communications Manager as required

OUTPUT AND ACCOUNTABILITES

Area of responsibility	Key elements (including but not limited to)
1. Offline communications	<ul style="list-style-type: none"> • Lead production of marketing communications printed and online collateral, including planning, copywriting, editing, liaising with contributors (internal and external) and the Visual Branding Specialist, and/or external agency. • Work with the Marketing and Communications Manager to review and recommend improvements to marketing communications collateral. • Responsible for managing copywriting and editing of other Carers Victoria collateral. • Developing and distributing media releases, coordinating media, researching/generating content ideas and • Write speeches for CEO as required.
2. Online communications	<ul style="list-style-type: none"> • Coordinate with stakeholders across the org to compile, write and edit content for e-bulletins, EDMs, website and other digital media as required. • Distribute e-bulletins and EDMs. • Support the Digital Marketing Officer to update website using the CMS designed by external suppliers. • Contribute to delivering an engaging Social Media strategy, alongside the Digital Marketing Office and the Marketing and Communications Manager
3. Evaluation and research	<ul style="list-style-type: none"> • Coordinate evaluation, data collection, analysis and reporting of digital communication activities and projects. • Contribute to and actively promote the Carers Victoria Marketing and Communication strategies.
4. Planning	<ul style="list-style-type: none"> • Working with the Marketing and Communications Manager to develop Communications Plans for projects/programs. • Compile, write and edit content for CV annual Review
5. Information management	<ul style="list-style-type: none"> • Manage audience databases for e-bulletins and EDMs. • Manage all analytics for communications and deliver regular reports based on analytics and their analysis. • Work with member engagement on CRM and data management

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ORGANISATIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • Carers Victoria staff including the Executive Leadership Team • Direct Manager and Team Members • Volunteers • Students 	<ul style="list-style-type: none"> • Carers and people in their carer relationships • Suppliers, community corporate contacts • Media (external suppliers and journalists) • Other stakeholders

KEY SELECTION CRITERIA

Parameter	Skills and experience required
<p>Demonstrated capabilities, knowledge, skills and experience:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Experience in a marketing communications or public relations role in a small medium organisation or Not for Profit organisation. • Demonstrated superior editorial and copywriting experience and skills, with impeccable spelling, grammar and attention to detail, including writing for online platforms. • Demonstrable high-level verbal and written communication skills. • Effective organisational and time management skills. • Excellent interpersonal skills and able to engage with diverse stakeholders. • Able to make decisions in a rapidly changing communication environment. • Able to work autonomously, as well as collaboratively with a small team and external suppliers. • High level of computer literacy, particularly the Microsoft suite of programs. • Skilled in creating a variety of internal and external communications in diverse formats. • Some experience working with website content management systems (for example WordPress) and eDM programs (for example Campaign Monitor or Mail Chimp). • Some experience of using analytics tools, such as Google Analytics.
<p>Qualifications and other requirements:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Relevant tertiary qualification in public relations, marketing, communications, journalism or related field. • Current Drivers Licence. • Current National Police Records Check. • Current Working with Children Check.
<p>Personal attributes and behaviours:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Customer/Carer focus - dedicated to identifying and meeting stakeholder and/caring family's needs; responds to caring family's needs with a sense of urgency; listens to and understands the needs of the service recipient and responds accordingly; presents a supportive, helpful manner with customers and stakeholders; contributes to team/organisation tasks or projects to get results for stakeholders and caring families. • Teamwork and collaboration - Considers other viewpoints, puts team first and demonstrates respect for all individuals; participates in team meetings, projects and activities; contributes to a friendly, supportive work environment by developing effective working relationships; uses collaboration in problem solving as appropriate; shares information, knowledge and resources and helps others. • Communication - Can communicate effectively in written and verbal form; uses active listening skills internally and externally; can have open discussions; resolves conflict effectively. • Effectiveness/results - Establishes priorities and acts accordingly; identifies alternatives and makes sound judgments; proactively identifies problems and develops solutions; avoids duplication, works efficiently and effectively; maintains a clear focus on outcomes and measurable results rather than activity or process; is well organised and seeks to improve the efficiency and effectiveness of the work unit; has effective task management skills.

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	<ul style="list-style-type: none"> • Demonstrated skills and ability to implement inclusive practice principles when planning and delivering work across diverse communities, including LGBTIQ+ communities, Aboriginal and Torres Strait Islander communities, Culturally and Linguistically Diverse communities. • Ensure workforce interactions with carers are kind, caring and respectful of each person’s identity, culture and diversity. • Understanding of Child Safety Legislation and a commitment to child safety practice.
Professional Development	<ul style="list-style-type: none"> • Undertake relevant training and professional development, including mandatory training.
Occupational Health & Safety, Quality and Continuous Improvement	<ul style="list-style-type: none"> • Comply with requirements of the Occupational Health and Safety Act and all reasonable directives given in relation to health and safety at work. • Provide a positive contribution towards achieving a culturally safe workplace. • Demonstrate commitment to and participate in team quality activities to ensure compliance with Carers Victoria quality accreditation and continuous improvement procedures.
Other Duties	<ul style="list-style-type: none"> • Other duties as directed consistent with skills, qualifications and experience.

CARERS VICTORIA COMMITMENT

Carers Victoria is an equal opportunity employer and welcomes people from culturally diverse backgrounds, linguistically diverse people, Aboriginal and/or Torres Strait Islander peoples, members of the LGBTIQ+ communities and people with disabilities.

Carers Victoria is committed to maintaining a diverse workforce that reflects the diverse needs of the people we support. We draw pride and strength from our diversity and actively foster an inclusive workplace that celebrates the contribution made by all our people. Carers Victoria is also committed to protecting the best interests and safety of children and vulnerable people.

VERSION CONTROL

Created/Updated by:	Marketing and Communication Manager
Approved by:	Human Resources
Date:	16 December 2024