



POSITION DESCRIPTION

Job Title:	Communications Manager	Location:	Australia
Team:	Communications and Campaigns	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	SCHADS Award Level:	Level 6
Reports to:	Communications and Campaigns Director		
Direct reports:	None		

About FARE

FARE is the leading not-for-profit organisation working towards an Australia free from alcohol harm. Together with values-aligned organisations, health professionals, researchers and communities across the country, we develop evidence-informed policy, enable people-powered advocacy and deliver health promotion programs.

We believe that by working together we can create change to improve our collective health and wellbeing. FARE has a new leadership team, renewed energy and a refreshed strategic focus on how we can work to improve health outcomes for all Australians.

About the team

The Communications and Campaigns Team establishes and maintains connections with people on behalf of FARE. We are storytellers. We make sure people have honest health information, learn about our amazing advocacy work, and are supported to change their behaviour or support a friend or family member to make a positive change, in order to reduce alcohol harms across Australia.

About the role

The Communications Manager plays a leading role across a range of projects supporting brand awareness, stakeholder and community engagement and education campaigns. You will work collaboratively with creatives, content experts and stakeholders to create high quality content for multiple channels, including print, web and digital, all tailored to meet the information needs of specific audiences.

Responsibilities

- Lead, coordinate and produce content for both traditional and digital channels, ensuring content aligns with FARE's strategic objectives, brand positioning, and advocacy and research goals.
- Manage multiple communication projects simultaneously, ensuring sound project plans are developed, resourcing capacity is managed effectively, best practice is maintained, and project timelines and goals are met.
- Help manage FARE's brand tone and voice by editing/proofreading content for consistency and accuracy in line with brand guidelines, style guidelines and channel best practice, ensuring that content is accurate.
- Plan, write a range of meaningful content across both traditional and digital platforms including campaign assets, media releases, newsletters, social media, websites and email marketing.
- Analyse data, identify gaps and proactively recommend opportunities for tactical content and platform improvements.
- Provide sound, relevant, accurate and timely advice on communication issues and media relations to the Communications and Campaigns Director, CEO and Senior Leadership Team.
- Apply the principles and practices of FARE and adhere to the company's Values and Code of Conduct.
- Adhere to all the requirements of the Work Health and Safety Act and relevant regulations, both personally and in relation to the other staff and the organisation in general.
- Perform other duties as directed by the Communications and Campaign Director and/or CEO.

Capabilities

Role knowledge, skills and attributes

- Experience in managing content and/or creative projects from conception through to delivery, including demonstrated understanding of production processes and significant experience in building relationships across an organisation and with external providers.
- Extensive content creation and editing experience, successfully targeting a range of audiences across publications and channels.
- Demonstrated ability to lead and execute high quality content/communication plans, as well as demonstrated
- Organised with impeccable attention to detail, and an ability to anticipate problems and provide suitable solutions.
- Demonstrated ability to lead a small team to achieve project outcomes.
- Application of reporting metrics to inform decision-making and strategies.
- Excellent understanding of timelines, with strong time management skills.

Personal Attributes

- You're able to shift perspective from high level thinking to detail perspective with ease depending on what circumstance required.
- You deeply understand the different communication channels and content types and constantly look for ways to produce innovative and authentic content.
- You love to plan, and are detail-oriented, but can also problem solve and make decisions under pressure.
- You have a wide interest in current affairs, and an understanding of the news cycle.
- You are professional, motivated, and ready to learn.

Qualifications or other requirements

- A tertiary degree in communications and/or equivalent work experience.
- Experience in a similar role at a not-for-profit, campaigning or community-based organisation.

Desirable:

- Experience or involvement with health promotion and/or behaviour change campaigns.
- Experience in managing digital and/or creative projects (like website builds, video and animation production, or SEO/SEM and online advertising projects).