

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

### Primary Job Purpose

The Communications and Campaigns Director reports to the Chief Executive Officer and is a member of the Senior Leadership Team. The role oversees the communications aspects of the campaigns functions of FARE and is responsible for managing the communications team.

The Director ensures that FARE's communications activities contribute to achieving FARE's strategic and operational plans. The role also contributes to campaign development and implementation.

### Responsibilities

- Oversee the communications and campaigns team, including managing their performance and ensuring that the team works effectively to achieve the strategic goals of the organisation.
- Provide strategic advice and engage the CEO, Senior Leadership Team in planning communication and campaign activities.
- Work collaboratively with other teams to develop, document and evaluate campaign strategy and priorities across the organisation and support the implementation of campaign strategy.
- Working alongside the Policy and Research Director to coordinate the implementation of advocacy campaigns across the organisation, which will include directly implementing communication components of the campaigns.
- Working alongside the Health Programs Director to coordinate the implementation of health promotion campaigns, including directly implementing the communication components of the campaigns.
- 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.
- 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.

<ul style="list-style-type: none"><li>Adhere to all requirements of the Work Health &amp; Safety Act and Regulations, both personally and in relation to the other staff and the company in general.</li><li>Perform other duties as directed by the CEO.</li><li>Apply the principles and practices of FARE and adhere to the company’s Values and Code of Conduct.</li></ul>			
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		<ul style="list-style-type: none"><li>A degree in communications, marketing, politics, communications, management or extensive work experience.</li><li>A minimum of 5 years’ experience in senior communications, campaign, or marketing in a relevant field with a successful track record.</li><li>A minimum of 5 years’ experience in leading a dynamic and highly skilled teams in a fast-paced environment.</li></ul>	
Knowledge/ Skills		<ul style="list-style-type: none"><li>Knowledge of key communications, social change and campaign theories and practices.</li><li>Demonstrated strong written and verbal communication skills.</li><li>Knowledge of the digital, social, and traditional media environment.</li><li>Strong attention to detail.</li><li>Strong management skills, including ability to mentor, develop and motivate staff.</li><li>Demonstrated ability to work with others across teams and at all levels.</li><li>Demonstrated ability to set goals and work productively with minimal supervision.</li></ul>	
Personal Attributes		<ul style="list-style-type: none"><li>Ability to work, lead and make decisions under pressure.</li><li>Strategic, with strong high level project management skills.</li><li>Demonstrated passion for building a values-based, high performing and effective team environment.</li><li>Ability to manage conflicting priorities within a dynamic environment.</li><li>Demonstrated ‘can-do’ attitude and willingness to actively contribute to developing a culture of excellence, creativity, responsiveness and flexibility.</li><li>Demonstrated commitment to continuing professional and personal development.</li></ul>	
Reviewed By:	Ayla Chorley	Date:	12/06/2025
Approved By:	Ayla Chorley	Date:	12/06/2025
Last Updated By:	Ayla Chorley	Date/Time:	12/06/2025