



FARE Position Description

Job Title:	Senior Communications Advisor	Location:	Australia-wide
Team:	Communications	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	Award Level:	Level 5
Reports to:	Marketing and Communications Director		
Primary Job Purpose			
<p>The Senior Communications Advisor is responsible for working across teams to lead, produce and implement high-quality communications that support FARE’s policy, research, advocacy, health promotion, campaign and fundraising objectives. This position works with a high degree of responsibility and autonomy to develop and implement communications activities across core strategic objectives.</p>			
Responsibilities			
<ul style="list-style-type: none"> • Contribute to the development, implementation and evaluation of FARE’s communications strategies, ensuring these effectively capture and reflect the organisation’s messaging, vision and values. • Coordinate and implement communications activities that support FARE’s policy, research, advocacy, health promotion, campaign and fundraising objectives. • Develop key messages and create compelling, responsive and integrated written and/or multimedia content for use across media, print and digital (such as print resources, websites, social media, newsletters, campaign emails, video concepts, and fundraising letters). • Play an active role in supporting communications activities for FARE’s supporter and donor acquisition, retention and development programs. • Write, proofread, and edit FARE’s marketing collateral and publications, including research reports, annual report, presentations, government submissions, event invitations and flyers. • Assist in monitoring media hits, writing releases and generating positive media coverage aligned with the strategic goals of the organisation. • Play an active role in championing and ensuring the correct use of FARE’s brand. • Assist with key organisational duties including periodic evaluation and reporting on communications outcomes and tasks to support budget management. • Establish and maintain strong relationships with internal stakeholders to ensure staff are engaged, consulted and informed in a timely manner during the development of FARE communications activities. • Establish and maintain strong relationships with external stakeholders, including partner organisations, consultants, contractors, agencies and other key stakeholders. • Provide high-level communication support, advice and training to the CEO, leadership team and wider organisation, as required. • Perform other duties as directed by the CEO and/or Communications Director and Communications Manager. • Apply the principles, practices and policies of FARE and adhere to the company’s Values and Code of Conduct. • Adhere to all the requirements of the Work Health & Safety Act and Regulations, both personally and in relation to the other staff and the company in general. 			
People Management	The position has no direct line management responsibilities		
Budget Management	The position has no budgetary responsibilities		

Capabilities			
Qualifications/ Experience	<ul style="list-style-type: none"> • Relevant qualifications and/or 5+ years experience in communications, public relations, journalism, campaigning, digital media or marketing. • Professional experience in or strong understanding of not-for-profit, public health, charitable and/or membership organisations. • Demonstrated experience in planning, producing (writing/designing), editing and evaluating communications for different objectives, audiences and channels. 		
Knowledge/Skills	<ul style="list-style-type: none"> • Demonstrated high-level verbal and written communication skills that can be adapted across the priorities of the organisation (health promotion, public policy and research, campaign and organisational communications). • Advanced computer skills, including Microsoft Office products and digital communication tools (website/email/social media management). • Strong organisational and stakeholder management skills, with demonstrated ability to work with others across the organisation and at all levels. • Ability to exercise sound judgment and initiative in a fast-paced environment. • Technically savvy communicator, able to navigate between media, print and digital mediums. • Demonstrated ability to work productively to achieve results, with minimal supervision. 		
Personal Attributes	<ul style="list-style-type: none"> • You are passionate about communications, and you are proactive, progressive, self-motivated, and innovative in your approach to creating written content that inspires and excites people. • Ability to work to deadlines, manage competing priorities, lead projects and make sound decisions under pressure. • Demonstrated ‘can-do’ attitude, contributing to developing a culture of excellence, creativity, responsiveness and flexibility. • Ability to work autonomously and as part of a team, including supporting colleagues in meeting their responsibilities. • Ability to quickly learn and apply new skills, knowledge and techniques. • You are professional, motivated, and ready to learn. • Demonstrated ability to contribute to a values-based, high performing and effective team and organisational culture • Demonstrated commitment to continuing professional and personal development. 		
Approved By:	Caterina Giorgi	Date:	26/6/2024
Last Updated By:	Joanna Le	Date/Time:	26/6/2024