

POSITION DESCRIPTION – MANAGER

Position Title	Community Engagement Manager - Humanitech	Department	Volunteering Directorate
Location	Flexible	Direct/Indirect Reports	0 Staff 5 skilled Volunteers
Reports to	Strategy & Impact Manager - Humanitech	Date Revised	October 2021
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 6	Job Evaluation No:	HRC0048407

■ Sub-Delegation

The sub-delegation (if any) attaching to the position is outlined in the CEO Sub-delegations (as updated from time to time). Any financial sub-delegation of authority may only be exercised where a Finance project code or budget is allocated to that position.

■ Position Summary

Humanitech is a global think+do tank that seeks to shape the future for all humanity by harnessing the power of technology for good.

Humanitech seeks to progress humanitarian outcomes across three workstreams:

1. Research & Insights: developing our own insights and evidence on the opportunities and risks frontier technologies present.
2. The Lab: developing solutions from concept through launch, working with a network of collaborators across sectors.
3. Advocacy & Influence: contributing to research, policy and practice on the humanitarian implications of technology through policy advocacy and stakeholder engagement.

The Community Engagement Manager plays a key leadership role in enabling Humanitech to achieve its strategic objectives with the focus on creating an inspired and engaged cross-sector community that champions 'humanity first' approaches to frontier technologies. The role is responsible for the design and implementation of Humanitech's community-building strategy, building Humanitech's brand and distribution networks, and managing content, events, communications, and social media embedding best practices in strategic communications and community engagement. This role will lead our flagship Humanitech Summit, a virtual and in person conference bringing together leaders from the humanitarian, technology and government sectors.

Working closely with the Humanitech Leadership Team, this role works across Humanitech's three workstreams (research, solutions, and advocacy) to deliver strategic cross-functional projects and initiatives. The role plays an integral part in the growth of Humanitech, by building and mobilising the Humanitech community.

■ Position Responsibilities

Key Responsibilities

- Lead the design and implementation of community building strategies, initiatives and action campaigns.

- Lead content calendar and creation including blog posts, articles, newsletters, communications materials, and material for social media channels.
- Lead the design and delivery of virtual and in-person events such as the Humanitech Summit, panel discussions, webinars, podcasts and workshops engaging corporate, government and humanitarian stakeholders.
- Oversee the development of key Humanitech messages (including other supporting resources such as video) that can be used and tailored by Humanitech team members speaking to external audiences.
- Ensure all material produced by the team is fit-for-purpose, aligns to the Brand design (and leveraged or repurposed as widely as possible) for a variety of channels as required (such as: advocacy campaigns, community network communications, the Humanitech website etc).
- Ensure key stakeholders are contributing relevant content in a timely manner and have the skills and resources to do so
- Follow the latest social marketing developments, competitor landscape, and consumer behaviours to understand current and future trends and make recommendations on how to improve Humanitech activity on existing or new social media platforms.
- Cultivate relationships and networks to build engagement and participation with a range of internal and external stakeholders, including community members, government, corporates, social purpose organisations, Universities, and start-ups.
- Further develop our understanding of networks, connections, and influencing strategies to deliver approaches that inspire action.
- Manage the delivery, budgeting and reporting requirements of multiple projects and initiatives, including input into regular organisational reporting as well as showcasing insights and progress from initiatives.
- Provide strategic direction and support to skilled volunteers or direct reports driving Humanitech's communications content across diverse platforms, enabling the development and implementation of innovative approaches for disseminating findings from Humanitech research and insights.
- Represent Humanitech at external events, such as conferences, workshops, Movement and external working groups.

■ Position Selection Criteria

Technical Competencies

- Comprehensive experience in managing all aspects of social media, including strategic planning, community management, content development, engagement, and distribution tactics.
- Talented communicator (written and oral) with the ability to convey concepts, ideas and stories across diverse audiences.
- Superior interpersonal and networking skills with an ability to think creatively and liaise with a diverse range of people.
- Demonstrated success in delivering initiatives such as high-profile events, communications products, and ideas in ways that build groups, networks and communities.
- Proven track record in designing strategies, experiences, movements or campaigns that spark action, change, or desired behaviours.
- Detailed understanding and experience using social / digital media analytics packages – Google Analytics, Facebook Insights, LinkedIn etc. and SEO.
- High-level experience in applying project management frameworks that support cross-functional teams to deliver outcomes against agreed objectives (i.e. agile, human centred design)
- Proven ability to consult and collaborate in a flat, fast-moving team, as well as autonomously to deliver upon set outcomes.

- Organised, driven and motivated especially under pressure.

Qualifications/Licenses

- Tertiary qualifications in Event Management, Public Relations, Communication, Marketing or related field
- A Working with Children check is a mandatory requirement for this role

Behavioural Capabilities

- **Personal effectiveness | Solving problems** | Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
- **Team effectiveness | Collaborating** | Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Ability to set performance standards for teams and provide coaching and feedback to ensure standards are met.
- **Team effectiveness | Communicating** | Demonstrated capability to communicate clearly and concisely ensuring messages are understood by all within the team using a range of communication techniques. Ability to express ideas clearly, listen effectively and provide feedback constructively.
- **Organisational effectiveness | Thinking strategically** | Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters.