



# POSITION DESCRIPTION

<b>POSITION TITLE</b>	Senior Manager Communications and Engagement
<b>PORTFOLIO</b>	Strategy and Impact
<b>TEAM</b>	Communications
<b>REPORTS TO</b>	Head of Communications

## ORGANISATIONAL PURPOSE

Our vision at the Brotherhood of St. Laurence (BSL) is for an Australia free of poverty. We pursue lasting change for a fairer and more compassionate Australia. Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, businesses and other organisations to address poverty across the nation.

Our work is varied. We deliver services to build capability and confidence across the life course, from the early years to youth and employment to services for people with disability and for older people in Australia. Our Op Shops and social enterprises are well known. So too are our programs that support digital literacy, energy efficiency and financial wellbeing. We research the causes and effects of poverty and connect policy, practice, and research to advocate national, state and local policy solutions for people experiencing disadvantage.

The BSL values diversity and inclusion with regards to its staff and the communities we serve. Our staff and volunteers come from diverse backgrounds, and we aim to create an inclusive working environment. BSL is committed to child, young people and vulnerable adult safety. We want all vulnerable people to be supported, respected, safe, happy and empowered. We are committed to the safety, participation, and empowerment of all our program participants.

## PORTFOLIO AND TEAM PURPOSE

The Strategy and Impact Portfolio is an enabling function that fosters collaboration and shared purpose across BSL functions by leading strategy, enabling innovation, leading public engagement, developing and nurturing strategic partnerships, and increasing our financial sustainability.

The Communications Team is responsible for supporting organisational requirements for communications, public relations, media and publicity support, and critically, supporting the organisation's strategic objectives to increase its voice and profile in the community.

The team works independently and in collaboration across the organisation managing media and public relations, creating key publications, social media, multi-media and shaping website content.

## **POSITION PURPOSE**

The Communications and Engagement Lead is responsible for strategically increasing media coverage, social media and public support for BSL's work by communicating our services, issues we care about and policy solutions for 'an Australia free of poverty'.

This role includes media relations, writing for a variety of audiences and mediums, including online and social media, developing specialist communications collateral, and projects. The role leads a small external communications team and working closely with staff across the organisation to identify and develop media and external communications opportunities and enhanced communications strategies.

## **KEY RESPONSIBILITIES**

### **1. Leadership and accountability**

- Leading and developing a high performing team, maximising employee engagement and enablement within the external communications team
- Work collaboratively to achieve common goals within the broader Communications team, Strategy and Impact Group and organisation.
- Demonstrate a commitment to BSL's quality framework and culture by participating in and promoting quality actions through continual improvement activities.
- In collaboration with the Head of Communications, set goals and objectives to ensure outcomes are met.
- Model BSL values and adhere to the Code of Ethical Behaviour in everyday work practices.
- Maintain a safe work environment and ensure steps are taken to prevent unsafe work practices in accordance with BSL policies and procedures.

### **2. Media and communications**

- Increase community reach and positive sentiment by identifying, developing, and implementing opportunities to promote the organisation, its brand, and its work to the broader community, using non-paid media, including mainstream media, social media, local media, and other external earned media channels.
- Work closely with the Strategy and Impact Portfolio and other internal stakeholders to develop and implement integrated communications strategies plans and materials and ensure consistent messaging.
- Develop and maintain advantageous relations with mainstream media, which includes ensuring prompt responses to media enquiries, developing and pitching story ideas to media.
- Write in a variety of styles and for a range of audiences and publications, including opinion editorials, reports, speeches, newsletter articles, etc.
- Work closely with staff and service users across the organisation to identify, brief

and support the people whose stories will illustrate our work in our publications and in mainstream media.

- Facilitate media training for approved staff, when required.
- Provide expert communications advice to staff across the organisation.
- Ensure all communications deliver on accessibility needs, and BSL's Disability Action Plan commitments.
- Ensure all communications deliver to BSL's commitment to Reconciliation.
- Create communications that adhere to BSL's Brand Guidelines.
- Ensure effective event budget management and reporting.
- Track, monitor and report on communications activity performance.
- Work with the wider Strategy and Impact Portfolio and other stakeholders to proactively consider, scope and implement broader opportunities in leveraging BSL events, including PR, social media, government influence, and to optimise the participant experience.
- Ensure all activities are delivered on time, within budget and are compliant with internal BSL policies/procedures and government regulations, including OH&S, privacy, etc.

### **3. Multi-skilling**

- The incumbent may be directed to carry out such duties as are within the level of the position and scope of the incumbent's competence and training as directed by the manager.

## **ORGANISATIONAL RELATIONSHIPS**

### Internal stakeholders:

- Direct reports
- Staff at all levels across the organisation, volunteers, and the people we work with

### External stakeholders:

- Journalists, producers and other media
- Communications staff from other organisations
- Publishers, academics and others that we partner with in events and meeting our strategic objectives
- Other stakeholders including sector partners, funders and industry.

## **TO BE SUCCESSFUL YOU MUST HAVE**

### **Essential**

- Tertiary qualification in communications, public relations or related field and/or demonstrated expertise and experience in communications and/or journalism.
- Demonstrated people leadership experience and ability to build strong cross-functional and external stakeholder relationships.

- Existing strong relationships with relevant media, with experience pitching to journalists and a demonstrated ability to get up proactive media stories.
- Demonstrated experience and success in generating coverage and awareness through the media.
- Excellent written skills, with the ability to write powerfully and succinctly for a range of audiences.
- Well-developed planning, project management and organisational skills.
- Proven ability to work under pressure, prioritise workload and meet deadlines.
- Well-developed interpersonal and communication skills, with the ability to negotiate and effectively establish and maintain relationships with media contacts, journalists as well as staff across all levels and people from diverse backgrounds.
- Demonstrated experience in using social media and social media strategies to achieve outcomes.
- Track record of developing and managing public relations campaigns.
- Proven analytical skills with the ability to take complex ideas and research and repurpose them for media releases and other material that will appeal to the general public or particular audiences.
- Strong writing skills and attention to detail, with proven ability to proof-read documents, and develop high quality reports, presentations and other documentation.
- Willingness to undertake further training and skills development to keep up with the changing media landscape and communication tools.
- Expertise in Microsoft Office Programs, including Word, Excel, PowerPoint and Outlook.
- Understanding of and empathy with the values and ideals of BSL.

### **Desirable**

- Experience working in a not-for-profit environment.

### **MANDATORY EMPLOYMENT CRITERIA**

- Specific work requirements include work-based travel and attendance at a variety of different work locations.
- There may be a requirement to work outside of office hours from time to time.
- Proof of eligibility to work in Australia is required.
- A satisfactory Police Check is required. BSL will facilitate this process.
- A Working with Children Check is required for this position. BSL will facilitate this process.

The description of the position is a guide to the duties of the professional activities needed to undertake the position successfully. A review of the position description may occur and may be amended from time to time.