

POSITION DESCRIPTION – TEAM MEMBER

Position Title	Creative Communications Lead	Department	Engagement and Support – Marketing & Communications
Location	Sydney, Adelaide, Brisbane or Melbourne	Direct/Indirect Reports	N/A
Reports to	Creative Communications Manager	Date Revised	29 May 2019
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 5	Job Evaluation No:	ES-MC-CC-02

■ Position Summary

Creative Communications Leads help acquire and retain supporters by creating outstanding content that is targeted to people's interests and passions; delivered across a range of channels and formats; and increases engagement and conversion.

As the storytellers of Australian Red Cross, they support Red Cross people and clients to tell their stories to our supporters. They work in an agile way on both large and small campaigns and ongoing content needs, in designated squads with colleagues from across Engagement and Support.

■ Position Responsibilities

Key Responsibilities

- Develop and deliver engaging web, social, email and print communications to help ensure that Australian Red Cross is best placed to achieve campaign, project and strategic outcomes
- Help Red Cross articulate its work, impact and value in clear and customer-centric ways
- Write copy that increases engagement and drives conversion across all channels
- Find the best Red Cross stories and make them available to the organisation and its customers
- Collaborate with Marketing and Digital Marketing colleagues to identify, target and engage audiences, and implement strategies to distribute Red Cross content further and wider than ever before
- Advocate and champion within the organisation for the value of storytelling across our channels
- Stay across and share latest trends in communications and content strategy to ensure Red Cross' external communications are market leading, innovative and optimised
- Ensure a cohesive and consistent brand voice across all materials
- Ensure user journeys through web, email, social and traditional media are seamlessly aligned
- Identify new and innovative ways to tell compelling stories on owned and earned channels that illustrate the benefits of our work and inspire action
- Collect story elements – interviews, still images and video, program data and statistics – and create story packages that can be adapted for a range of products, channels, audiences and purposes

- Plan trips to the field to collect content, including working with relevant teams to organise travel, budgets, schedules, client consent and post-production
- Uphold people's dignity and safety at all times, meeting requirements for consent, privacy and child protection
- Learn about and advance understanding of Aboriginal and Torres Strait Islander history, issues and accomplishments
- Participate in cross-directorate teams, including disaster response, campaign development and field content teams, as required

The role will need to undertake additional work as required and respond to organisational priorities such as disaster response – which will require additional duties outside of working hours.

This role is likely to require travel, including to remote parts of Australia.

■ Position Selection Criteria

Technical Competencies

- Demonstrated capacity to write and produce engaging digital and print content, including web copy, direct mail and eDMs, social media posts, podcasts and web galleries
- Exceptional writing and storytelling skills, including frontline messaging
- Demonstrated experience in using content management systems and a working understanding of search engine optimisation to publish optimised, unique and engaging web content.
- Proven ability to build relationships and foster trust with a diverse range of people, including those who may have experienced trauma or disadvantage
- Strong understanding of informed consent, strength-based storytelling and child protection principles
- Demonstrated ability to influence and guide colleagues to speak and write simply, clearly and effectively
- Experience in developing communication tools, procedures and templates
- Able to come up to speed quickly, understand and communicate complex issues
- Proven highly developed organisational and time management skills, including ability to meet tight deadlines

Qualifications/Licenses

- Tertiary qualification in communications, journalism, media, marketing or a related field

Behavioural Capabilities

- **Personal effectiveness | Achieve results |** Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Personal effectiveness | Being culturally competent |** Demonstrated understanding and appreciation of cultural differences and diversity in the workplace. Always displaying respect and courtesy to others and acknowledges cultural heritages and varying perspectives of team members.
- **Team effectiveness | Collaborating |** Demonstrated capability to work with others to reach common goals, sharing information, supporting and building positive and constructive relationships.
- **Organisational effectiveness | Focussing on clients |** Proven track record in providing high quality service to internal and external clients and stakeholders. Actively seek and respond to client feedback in a constructive manner.

- **Organisational effectiveness | Managing risk |** Demonstrated ability to work within guidelines, policies and procedures. Awareness of risks involved in an individual's role and works toward minimising their impact.

■ 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