

POSITION DESCRIPTION – **MANAGER**

Position Title	National Communications Manager	Department	Engagement and Support
Location	Flexible	Direct/Indirect Reports	6
Reports to	Head of Public Affairs and Advocacy	Date Revised	New position
Industrial Instrument	Social Home Care and Disability Services Award		
Job Grade	Job Grade 8	Job Evaluation No:	HRC0049246

■ Position Summary

Reporting to the Head of Public Affairs and Advocacy and supporting the Executive Team, this is one of the most senior communications roles at Australian Red Cross. Leading a team of six, the National Communications Manager is responsible for internal, strategic and change communications.

Core to the role is developing and executing strategic and integrated communications plans to increase engagement of staff, members and volunteers as well as enhancing the Red Cross Movement through impactful storytelling. You will shape the narrative to ensure aligned, coordinated organisational messages.

This position is a trusted adviser to the Executive Team and supports Red Cross staff, members and volunteers across the country to communicate a diverse range of humanitarian issues. The role requires extensive experience in transformational communications in large, complex organisations. Excellent working knowledge of best practice digital communications, analytics and information management systems is essential. Success in the role will depend on your ability to influence leaders, solve problems and execute communications strategies.

This is a leadership role that requires a demonstrated increase in engagement with the Red Cross workforce of 30,000 people, made up of staff, members and volunteers.

■ Position Responsibilities

Key Responsibilities

Leadership

- Provide support, advice and counsel to the Head of Public Affairs and Advocacy, CEO, Deputy CEO, President and the broader Executive team
- Work with a diverse range of leaders to develop issues-based communications plans and content on humanitarian issues, including natural disasters, migration and humanitarian settlement, international humanitarian law, and Aboriginal and Torres Strait Islander programs.

Team management

- Coach, mentor and develop a cohesive, skilled team of communications professionals, cultivating strong relationships with the Executive team, and key internal stakeholders
- Utilise the Red Cross Performance Review & Development system to ensure that all staff have a development plan in place and that performance is regularly monitored
- Lead the team to ensure compliance with all Red Cross policies, including Workplace Health and Safety.

Strategic Communications

- Create and shape timely, relevant narrative about the impact of Red Cross' humanitarian work
- Support the organisation and the Aboriginal and Torres Strait Islander Leadership Team to communicate our work in relations for First Nations communities, our Reconciliation Action Plan and our commitment to inclusion and diversity
- Responsible for creating communications plans to support emerging initiatives, such as Humanitech and the Global Migration Lab and our approach to climate change.
- Manage an organisational content and key messages portal
- Project manage and produce the Annual Report.

Internal Communications

- Develop and operationalise an integrated communications strategy that engages Red Cross staff, members and volunteers
- Provide communication support to key business units, including Office of the Deputy CEO, People and Culture, Corporate Services and IT.
- Manage internal communications channels including the CEO Blog, President's Blog, weekly staff newsletter, Board newsletter, Intranet and regular All Staff live Teams sessions
- Develop and implement processes that ensures internal communications is pre-planned, aligned and coordinated
- Support the development of a business case for a new information management system across the organisation.

Transformational Communications

- Develop and execute communication plans to support change delivery at Red Cross
- Create, implement and manage key communication activities to support the implementation of our new five-year strategy
- Develop communication collateral and messages to maximise employee adoption and minimise resistance to change, in partnership with senior leaders and internal stakeholders.

Other responsibilities

- Collaborate and share resources with communications teams in other National Societies, the International Federation and the International Committee of the Red Cross
- The role includes additional work as required to respond to organisational priorities such as disaster response – which will require occasional duties outside of working hours

■ Position Selection Criteria

Technical Competencies

- Energy, drive and extensive experience in broad ranging, senior communications roles
- Motivated, positive people leader who provides an environment for the team to thrive
- Able to thrive in a face-paced, high-pressure environment balancing multiple projects simultaneously and working to tight deadlines
- Track record of providing strategic communications advice and developing, measuring and delivering communications plans
- Strategic problem solver with track record of deepening workforce engagement and performance

- Experience in building, leading and motivating teams to deliver high-quality results with the ability to demonstrate initiative, flexibility and a collaborative approach in a changing environment
- Track record of implementing change communications strategies in large scale, complex organisations
- Excellent understanding of internal communications systems, platforms and analytics
- Motivated by a desire to continually improve. Use analytics and insights to continually adjust to get better outcomes
- Superior communication, copywriting, interpersonal and networking skills with an ability to deliver creative and effective strategic communications
- Confidence engaging and briefing the CEO, President and senior executives on organisational messaging
- Demonstrated ability to meet deadlines and set realistic goals that reflect the urgency, expediency and importance of tasks.

Qualifications/Licenses

- Tertiary qualification in Communications, Media, Marketing, or related field.

Behavioural Capabilities

- **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 | Managing change** | Demonstrated capability to lead, support and manage change within teams. Understanding the impact on the team and taking ownership for implementation of change.
- **Organisational effectiveness | Focussing on clients** | Proven track record in ensuring a high quality service is provided by the team to internal and external clients and stakeholders. Actively seek and respond to client issues and measure effectiveness.
- **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