

POSITION DESCRIPTION

Job Title:	Communications Specialist
Business Unit:	Fundraising & Marketing
Reports To:	National Communications and Brand Manager
Direct Reports:	None
Location	Docklands Office – Melbourne
Position type:	Permanent, part-time
Date Updated:	January 2019

Position Purpose

The Communications Specialist is a key role within the Fundraising & Marketing Team and is responsible for producing engaging communications to build positive brand awareness for Red Nose to increase awareness, recall and revenue.

The role will produce compelling communications collateral, plan and implement communication and marketing activities, and support the successful delivery of the Red Nose communications and brand strategy.

Working as part of the integrated Fundraising and Marketing team, the Communications Specialist helps us achieve our fundraising, communications and brand objectives by inspiring supporters, connecting them to our organisation, and showing them the impact of their support.

Key Internal Relationships

- Fundraising & Marketing Team
- National Communications and Brand Manager
- Services Team and Bereavement Counsellors
- Educators

Key External Relationships

- Donors and supporters
- Suppliers
- Volunteers
- Media
- Ambassadors
- Bereaved families

Key Tasks

- Develop and implement communication and marketing plans and activities to meet the needs of the Red Nose's wide range of stakeholders.
- Plan, research, write and publish relevant, up-to-date and engaging stories on Red Nose's work across all communication channels.
- Produce relevant and compelling corporate communications collateral including media releases, speeches, editorial, education materials, information statements, presentations, newsletters, magazines, research activities, annual reports and brochures.
- Create timely and engaging news content aligned to Red Nose's communications and brand strategy.
- Interview key stakeholders (e.g bereaved parents, supporters, volunteers, researchers, staff, ambassadors etc) and develop engaging communication content for a variety of media and audiences.
- Identify opportunities to develop new tools, tactics and initiatives to enhance communications and stakeholder engagement across Red Nose's areas of work.
- Monitor daily media and identify external news opportunities for Red Nose and leverage external opportunities across all communication channels.

- Work with the Digital Marketing Specialist to ensure consistent communication across all offline and online channels, including social media, website, newsletters, staff portal and others identified in the communications strategy.
- Support the achievement of Red Nose's fundraising objectives by providing exceptional communications support and stories about the impact of Red Nose's activities.
- Produce compelling internal communications to increase engagement of Red Nose staff.
- Create and maintain a content bank of stories and images for use across Red Nose campaigns and collateral.
- Represent Red Nose at various events and activities, on occasion out of hours or on the weekend.
- Provide input into annual strategic planning, budget process and related activities.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Positively contribute to an excellent high performing team culture.
- Comply with OH&S requirements
- From time-to-time, act as lead media contact for Red Nose (when the Manager or GM are unavailable).

Experience & Qualifications

Essential	<ul style="list-style-type: none"> • Proven experience in corporate communications or copywriting. • Exceptional writing and editing skills with strong attention to detail and the ability to write effectively for different audiences. • Proven experience in interviewing, pitching media stories and liaising with journalists. • Proven stakeholder management skills and ability to build constructive and effective relationships with bereaved parents, donors, volunteers and supporters. • Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to strict deadlines.
Desirable	<ul style="list-style-type: none"> • Experience as a journalist. • Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.

Skills & Technical Expertise

Essential	<ul style="list-style-type: none"> • Strong interviewing skills and a strong news sense. • Ability to write to different styles and audiences. • Able to distil complex issues into easily understandable ideas, concepts, communications.
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Personal Attributes

Essential	<ul style="list-style-type: none"> • Creative flair and a passion for storytelling. • High level of personal accountability and integrity. • Empathy, diplomacy and tact.
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Authorisation

Position description authorised by: General Manager, Fundraising and Marketing

Employee signature: _____

Date: _____ / _____ / _____

