

# POSITION DESCRIPTION



**JOB TITLE:** Senior Manager, Marketing & Communications

**REPORTING TO:** Director, Communications and Engagement

**DEPARTMENT:** Communications

**LOCATION:** Any YWCA location across the country

**THE ROLE:** The Senior Manager, Marketing & Communications, is responsible for our brand management, ensuring our internal and external communications are effective, engaging, targeted and credible. This role works collaboratively across the Communications Team and with internal and external stakeholders to develop and implement strategies to build the reputation of YWCA, our programs and services, advocacy, membership, events and fundraising.

**YWCA VISION:** A future where gender equality is a reality.

**YWCA PURPOSE:** Making young women's leadership and women's housing our priority for gender equity in Australia.

It is a requirement that the job holder fully complies with, promotes and lives

**YWCA's Core Values:**

**FEMINISM**

**INCLUSION**

**EXCELLENCE**

**INNOVATION**

**INTEGRITY**

## KEY RESPONSIBILITIES

- Lead and manage individuals and teams to achieve our vision and strategic goals through promotion of our values and setting exceptional standards with a focus on continuous improvement.
- Work alongside the Director, Communications and Engagement to play a key role in the delivery of our internal and external marketing and communications, programs and services, advocacy, face to face / digital events and fundraising objectives.
- Lead the delivery of an integrated marketing and communications strategy covering key communication channels including newsletters, websites, social media, digital marketing, brochures, annual reports, and more.
- Be a brand champion across the organisation ensuring one consistent brand, style and voice is communicated internally and externally.
- Work alongside an external agency to develop, implement and measure a proactive media strategy to build our profile and credibility.
- Lead the delivery of a clear and compelling fundraising proposition that engages donors, supporters, corporates and members across innovative events, fundraising campaigns, online shop, partnerships and sponsorships at a local and national level.

## POSITION DESCRIPTION



- Lead the delivery of an engaging internal communications strategy to grow employee engagement and retention.
- Support the communications needs of our Executive Team and Board, including through the preparation of speeches and speaking notes, media coaching and briefings, and the delivery of presentations.
- Coach, mentor and provide on the job support to teams to build capability and organisational awareness.
- Lead and participate in YWCA's Performance & Development Review (PDR) program, creating Individual Work Plans (IWPs) for all employees.
- Ensure appropriate policies, practices and procedures are in place to support Communications Team activities and organisational objectives.
- Manage, contribute to and promote safe work practices that are consistent with YWCA's policies and comply with WH&S legislation and ensure strategies are in place to monitor and support individual and team wellbeing.
- Promote and actively support a safe and inclusive working environment that celebrates everyone's uniqueness, including their race, gender identity, age, disability, religion, ethnicity, sexual orientation, and experiences.
- Undertake other tasks as assigned by Director, Communications and Engagement.

## QUALIFICATIONS, EXPERIENCE AND ATTITUDE

1. Relevant qualifications in Marketing, Communications, PR or Digital Marketing.
2. Demonstrated experience in a people management position, including a strong interest in coaching and developing teams.
3. Ability to build strong working relationships based on trust and collaboration across all levels of the organisation.
4. Demonstrated experience and understanding of intersectional feminism, gender equality, policy and advocacy through a gender lens.
5. Substantial experience in a directly relevant role in the not-for-profit, community housing, women's leadership of another associated sector.
6. Experience and success in achieving financial targets for fundraising.
7. Clear, concise and engaging copywriting skills with a portfolio of pieces ranging from media releases, speech notes, case studies, annual reports, brochures, social media copy and more.
8. Demonstrated experience using graphic design and desktop publishing software with a portfolio of designed collateral.
9. Demonstrated experience in digital marketing and success in achieving digital growth targets.
10. Demonstrated positive attitude with the ability to adapt to changing priorities.
11. Excellent project management and organisational skills.
12. A demonstrated passion for social change, results focused, self-motivated and a self-starter who goes above and beyond.

## EMPLOYEE AGREEMENT

# POSITION DESCRIPTION



---

Name

---

Date

---

Signature