

POSITION DESCRIPTION

Position Title : Head of Communications and Brand	Department: Marketing, Fundraising & Communications (MF&C)	Location: Sydney/Melbourne - Australia
Reports to: Director, Marketing, Fundraising & Communications	Employees: Direct report: 6 Indirect report: 10	Budget: AUD\$3.5m

PURPOSE STATEMENT

The Head of Communications and Brand is responsible for the leadership and vision for the overall management and development of all communications regarding Australian Red Cross, ensuring all communications are brand compliant, relevant to the target audience, high quality and coordinated with other Red Cross media and marketing messages. The Head of Communications and Brand is responsible for:

- Developing a dynamic and innovative communications business plan and strategy, and overseeing the implementation, continuous improvement and delivery of this evidence-based strategy for external and internal communications
- Leading and managing the communications team in line with the strategy, prioritising resources around critical outcomes and ensuring national consistencies and rigour in terms of brand compliance, production, messaging, processes, policies, reporting and communications evaluation.
- Lead and drive the championing of the Red Cross brand across the Society, working towards full understanding and commitment to all aspects of the brand and its importance in achieving Society goals, including the development of brand applications across all areas of the business
- Driving emergency and Appeal communications management in a coordinated way with Director MF&C, Media, Fundraising and Marketing areas
- Devising and implementing brand development strategies that build awareness of the Red Cross brand, and position the brand in accordance with the strategic direction of Red Cross.
- Managing the budgets, activities and resources of the communications team, prioritising key issues.
- Analysing and reporting on the progress of all communications goals and programs, and where necessary, driving and improving communication processes, policies and evaluation.
- Managing messages proactively to minimise the impact of negative issues through communication to internal and external audiences
- Collaborating with Australian Red Cross Blood Service (ARCBS) to ensure ARCBS consistency, inclusion and compliance on overall communication and brand communications calendar

The Head of Communications and Brand will be a member of the MF&C Senior Management Team and will work closely with the CEO, Director MF&C and the Red Cross National Management Team in leading the communications function of the organisation.

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

Key Responsibilities

Development, implementation and delivery of Communications strategy, business plan and budget

- Develop, implement and manage a dynamic and innovative communication strategy, business plan and budget for the national communications program
- The strategy to reflect the diversity of the work of Red Cross and the fundamental principles on which it is founded
- Monitor performance of the communications team and activities, and ensure achievement of communications objectives, KPIs and critical

Selection Criteria

Knowledge, Skills, Experience

1. Energy, drive and considerable senior management experience in leading, motivating and developing communications, advertising, and brand teams
2. Demonstrated significant experience in leading and managing corporate communications involving large scale project or emergency work and across multiple channels and locations
3. Significant experience in both strategic planning of communications activities and hands-on delivery as needed
4. Proven track record in delivering communication and instigating change in an organisation undergoing substantial change management, with competing

success factors within Strategy 2015 and the Strategic Implementation Plan

- Ensure the business plan fits within the strategic direction of Red Cross, is aligned to those of the wider MF&C teams and other business units and is reviewed regularly
- Lead the communication of strategic and key developments, managing messages proactively and minimising the impact of negative issues.
- Be responsible for continuous review and improvement of communications strategy and practice
- Manage costs within budget levels

Emergency and Appeal communications management

- Drive the communications relating to strategic and other services and priorities for Red Cross, with particular emphasis on managing all communication around Emergency and Appeal activities in a co-ordinated and effective way
- Work with the Head of Projects, Business Improvement and Benchmarking to monitor activities and processes for potential risk, suggest and monitor change and success of implementation.

Brand awareness and compliance

- Update comprehensive brand guidelines outlining how the brand should be represented in all forms of media
- Continue to roll out the brand positioning implementation plan
- Ensure all communications emotionally inspire and engage with the targeted audience
- Ensure all communications team members act as brand custodians, protecting its identity and promoting its accurate use across Red Cross
- Lead the development and implementation of key advertising and promotional campaigns aimed at positioning Red Cross, and further endearing the brand to existing and potential supporters.
- Contribute to the promotion of Red Cross internationally, in close consultation with other parts of the Red Cross and Red Crescent Movement.
- Oversee the Australian Red Cross Blood Service brand activities and work collaboratively to leverage and coordinate communications

Internal Communications and Engagement

- Develop a comprehensive and innovative strategy to engage Red Cross people (staff, volunteers and members)
- Oversee evaluation of internal communications strategies and tools and continuously improve policy and practice

Communications calendar and material development

- Contribute to a rolling 12 month MF&C calendar, identifying all internal and external communications

demands for resources and priorities

5. Demonstrated experience in driving the creation and rollout of a brand transformational project
6. Demonstrated significant experience in developing compelling and emotive communications and advertising campaigns
7. Considerable experience in evaluating campaigns, managing budgets and performance reporting so as to impact people, situations and outcomes
8. Demonstrated ability to work independently, as part of a team and within a matrix management structure to deliver results while working with mixed teams (from design staff to communication managers), Board members, CEO, and volunteers and members.
9. Demonstrated substantive experience in internal communications delivery
10. Decisive management style, with the ability to demonstrate initiative, flexibility and a collaborative business approach
11. First class presentational, interpersonal and communication skills – written and verbal, with well-developed diplomatic and persuasive skills

Personal attributes

- Ethics, business integrity and sound judgement
- Resilience, perseverance and tenacity
- Diplomatic, tactful and sensitive
- Strong personal presence and credibility
- Intellectual rigour
- Personal drive, energy and enthusiasm
- Commitment to the Fundamental Principles of International Red Cross and Red Crescent Movement

- Tertiary qualification in Marketing, Communications or related fields

Desirables

- Experience within the not for profit sector
- Ability to travel both in Australia and overseas, often at unsocial hours

This Position Description may be varied by Australian Red Cross during employment, after consultation.

and activities

- Consult with key business and service areas across the organisation such as services, retail and strategy to ensure alignment with all activities

Campaigns, collateral, multimedia and publication development

- Oversee and guide the communications team in the production of all communications material including campaigns, brochures, DVDs, briefing packs, key messages, Q and As, advertising material, donor updates and online communications.
- Ensure a consistent and disciplined approach is applied to the preparation and approval of all communications material, including acknowledgement of the target audience at all times
- Ensure all communications reflect the direction of Red Cross, are consistent, accurate, well presented, emotionally compelling and targeted to its audience

Stakeholder management

- Key stakeholders include donors, supporters, service purchasers, partner agencies, Red Cross staff, Board, Trustees, volunteers and members.
- Ensure the communications team understands the role, purpose and motivation of all stakeholders and that all communication material is carefully written for its target audience
- Manage and regularly evaluate key relationships relevant to the communications program including advertising and media agencies
- Work in tandem with other teams across Red Cross to ensure all communications are coordinated and consistent

Communication and issues management

- In conjunction with the CEO, Director MF&C and Head of Media, lead the communication of strategic and key developments, managing messages proactively and minimising the impact of negative issues through communication to internal and external audiences.

Consistent processes and capabilities

- Continue to develop and refine communications processes, capabilities and policies to optimise efficiencies and achieve 'best practise' status in the Not For Profit industry
- Processes and policies to be developed and refined in relation to campaign evaluations, budgeting/cost reporting, briefing and timeline management.
- Capabilities to be defined based on team Position Descriptions and group strategy.
- Work collaboratively to leverage and co-ordinate activities with Red Cross Blood Service

Reporting outcomes, measuring progress and industry benchmarking

- Develop in collaboration with the Head of Projects,

<p>Business Improvement and Benchmarking, consistent reporting processes that measure the performance against the communications plan</p> <ul style="list-style-type: none"> • Analyse and report performance against objectives on a monthly basis • Continuously research and 'know' competitor environment and activities, and apply 'best practice' methods where appropriate. • Develop and implement an effective program of evaluation to enable the ongoing development and enhancement of the program • Ensure variance reporting is prepared by program area and ensure follow up actions are in place to address variations <p>Leadership and management of the communications team</p> <ul style="list-style-type: none"> • Effectively co-ordinate the activities of communications staff to maximise their success in identifying targets, converting opportunities, and meeting/exceeding objectives (fiscal and non-fiscal) • Instil an outcome focussed culture • Ensure the communications team is well supported and adequately trained to fulfil all requirements and support each other collegiately to deliver shared outcomes • Ensure the Communications & Brand team participate in the Performance, Review Development process twice yearly • Ensure the team can 'inspire' and emotionally engage stakeholders with the Red Cross brand and cause. • Establish an environment of continuous learning. <p>General</p> <ul style="list-style-type: none"> • Fulfil role as a member of the National Marketing, Fundraising and Communications senior management team • Ensure the Supporter Services Centre are adequately briefed on all campaigns and activities • Contribute to a culture of customer service within Red Cross, that also seeks to optimise cross and up-sell opportunities • Provide regular reports as required to Director, MF&C and undertake any additional work requested by the Director MF&C 	
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All staff shall agree to abide by the philosophy and principles of Australian Red Cross, in particular the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality. Red Cross is a child safe organisation, requiring all people to be screened for suitability to work with children, youth and vulnerable people. As a Red Cross employee it is agreed that all staff shall comply with the Australian Red Cross OH&S guidelines.