

STATEMENT OF DUTIES

Title: Communications Manager

Full time or negotiated flexible arrangement

Responsible to: Diane Bowles - Marketing and Fundraising Director

Salary: \$60,000 pa + superannuation and salary packaging benefits

Positions reporting to Communications Manager: none but works with volunteers

Scope of position: The Communications Manager is a new role with World Education Australia. The role is responsible for creating and implementing an effective and innovative communications strategy to promote the Good Return program and support World Education Australia marketing and fundraising strategies.

Responsibilities

1. Develop and implement a comprehensive communications strategy in line with World Education's Strategic Plan
2. Coordinate the writing, design, production and distribution of marketing and PR collateral including the Annual Report, newsletters, media releases, social media and other material
3. Build and maintain effective media and stakeholder relationships
4. Contribute to event management and fundraising campaigns to meet fundraising targets
5. Develop and maintain donor acquisition and retention programs including direct marketing communication
6. Work with pro bono agencies to implement marketing strategies
7. Manage World Education and Good Return websites and digital media content
8. Manage databases relevant to position
9. Reporting and administrative duties
10. Other duties relevant to the position as required.

Selection criteria

1. Demonstrated successful experience in publicity and marketing campaigns in both print and electronic media
2. Minimum 5 years experience working in public relations/ communications/ marketing
3. Demonstrated successful communication outcomes with a wide range of internal and external stakeholders
4. Demonstrated high level of creativity, writing and production skills in both print and electronic media
5. Excellent problem solving, time management skills and proven ability to manage competing priorities
6. Ability to work as an effective team member in a dynamic workplace
7. Knowledge/understanding of marketing in the international development sector, microfinance and/or small business development sectors, is desirable;
8. Overseas experience in a developing country and/or experience working with an international aid agency in Australia is desirable Australian Citizen or permanent resident
9. Knowledge of the Australian media and political environments