

Manager, Communications

Position Description

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| Directorate: | Commercial Enterprise, Fundraising and Communications |
| Reports to: | Director, Communications & Marketing |
| Direct reports: | Communications Officer Communications Partner – Members & Volunteers |
| Location: | Flexible within any of the Society's main metropolitan or regional offices across NSW. |
| Primary position objective: | Lead the Communications function of the organisation; including the delivery of communications plans, public relations, publications, crisis and corporate communication. Provide timely and strategic communications advice to the Director, Communications & Marketing. |

The St Vincent de Paul Society is an Equal Employment Opportunity Employer

Directorate overview

This position is in the Commercial Enterprise, Fundraising and Communications directorate. The teams within the directorate and their functions are:

Fundraising: this team is responsible for state-wide corporate partnerships, community fundraising and events; major gifts and philanthropy; gifts in wills and estates; direct marketing and appeals; and fundraising development.

Communications and Marketing: this team is responsible for state-wide brand and creative services; Internal and external communications; issue management; marketing; digital communications and digital fundraising.

Retail and Logistics: this team is responsible for state-wide retail service delivery; logistics and supply chain network; and retail projects.

Commercial Enterprises: this team is responsible for state-wide recycling and sustainability initiatives; Container Deposit Scheme (CDS); and new commercial enterprises.

Accountabilities and responsibilities

The Manager, Communications will:

- Ensure the successful implementation of the Strategic Plan within their team.
- Lead the design and implementation of state-wide communications strategies for the Society's activities across fundraising, enterprise and retail operations, service provision, and advocacy campaigns.
- Manage the corporate communications needs of the organisation including profile-building for our Executive Leadership team.
- Provide timely and strategic communications advice to the Director, Communications & Marketing to manage and protect the reputation of the Society; identify and manage crisis communications.
- Manage all communications daily activity, including producing press releases, and create key media opportunities for programs, services, appeals and Society events.
- Lead delivery of external communications, public relations and media liaison for the Society.
- Build strategic relationships with media outlets and partners.
- Oversee the content creation, production and delivery of Vinnies publications, including the Annual Report.
- Manage the Communications team and their efficient and effective servicing of the communications needs of the organisation.
- Advise stakeholders on communications needs and strategy.
- Collaborate extensively with the Internal Communications, Marketing and Design functions of the organisation to ensure alignment of messaging.
- Ensure a safe working environment for staff, members and volunteers by implementing the Society's workplace health and safety practices.
- Ensure that effective risk management protocols and procedures are in place to ensure compliance with legal, employment and governance requirements.

Critical Key Performance Indicators (KPIs)

- Ensure media coverage surpasses 300 radio, TV and print items in NSW media per annum.
- Ensure issue management is effective, timely and protects the brand.
- Establish relationship with six key media outlets.
- Meet content and production deadlines for all Vinnies publications.

Key working relationships

In addition to the Director, Communications & Marketing and their direct reports, the Manager, Communications will foster close working relationships with:

- The broader Commercial Enterprise, Fundraising and Communications Directorate with a focus on the Communications & Marketing team;
- Internal Communications Coordinator ((Commercial Enterprise, Fundraising and Communications);
- Manager, Marketing (Commercial Enterprise, Fundraising and Communications);
- Manager, Design & Creative Services (Commercial Enterprise, Fundraising and Communications);

- Directors and Managers, Vinnies Services (Vinnies Services);
- Manager, Policy and Advocacy (Corporate Services);

Essential criteria

Critical capabilities

There are nine capabilities expected of all people in all roles at all levels across the Society. The level of capability required for this role is outlined below:

- **'People we serve' centric:** (Level 3) Manage the delivery of high-quality services that provide a hand up for the people we serve.
- **Values based leadership:** (Level 3) Manage teams and areas of work to align to the Society's mission, vision, values and lay Catholic heritage.
- **Impact focus:** (Level 3) Manage the delivery of positive impact through informed decision making and efficient and effective use of resources.
- **Collaboration:** (Level 3) Manage collaboration with Conferences, directorates and teams to create opportunities, solve challenges, foster the Society's mission and implement the Strategic Plan.
- **Change leadership:** (Level 3) Manage and mobilise resources to deliver change.
- **Team performance:** (Level 3) Manage and develop individuals and teams to deliver against Society's strategic priorities.
- **Digital engagement:** (Level 3) Manage virtual, dispersed teams and stakeholders using digital tools.
- **Innovation and improvement:** (Level 3) Facilitate an improvement in existing and new services, and ways of working.
- **Financial acumen:** (Level 3) Manage the team's resources, projects and services to deliver positive outcomes within budget.

Role-specific criteria

- Relevant tertiary qualification/s and demonstrated ability and expertise in communications, media, marketing and public relations strategy and processes.
- Demonstrated ability and expertise in implementing communications strategies.
- Demonstrated experience in high-level media and issue management in a complex organisation.
- Experience in driving the content and production of publications for an organisation or business.
- Excellent interpersonal and relationship management skills, with a proven ability to collaborate effectively with internal and external stakeholders.

Desirable criteria

- Experience working in a membership-based organisation to support and empower members and volunteers.
- NSW driver licence