

Position Description

TITLE OF POSITION:	COMMUNICATIONS AND MARKETING MANAGER	
POSITION TYPE & TENURE:	FULL TIME	FIXED-TERM 6 MONTHS
REPORTS TO:	DIRECTOR OF STRATEGY	
DIRECT REPORTS:	COMMUNICATIONS OFFICER	
LOCATION:	MELBOURNE	
DATE APPROVED:	May 2019	

ABOUT NO TO VIOLENCE

No to Violence works to bring about the changes our community needs to eliminate men's use of family violence. For 25 years, we have been working directly with men who use family violence to support them to change. Our expertise in their behaviour, attitudes and choices has enabled us to develop standards, programs and training, lead policy development, and fulfil our role as the largest peak body for organisations and individuals working with men to end family violence in Australia. We provide telephone counselling, information and referrals every day for men in Victoria, New South Wales and Tasmania. As a pro-feminist organisation, at the centre of our work is the safety of women and children, as by ending men's violence families can have happier, safer and more fulfilled lives.

ROLE OVERVIEW

This newly established role will be responsible for managing all aspects of NTV's communications and marketing activities, driving increased awareness of NTV's vision and objectives through a range of stakeholder influence groups in order to enhance the scope and contribution of NTV's work within Australian communities.

At a time of change and growth for the Organisation this role will lead the development and implementation of a Communications and Marketing Strategy (and Delivery Plan) and associated communications and marketing activities.

The effectiveness of this role will be demonstrated internally by the collaborative approach deployed in working with the specialist functions across NTV in relation to identifying opportunities where communications and marketing expertise could enhance the profile of and engagement in organisational initiatives.

The scope of this role includes managing the creation and production of the annual report, developing content for a range of publications, producing reports and other collateral, and the pro-active and reactive management of media relations including producing media releases.

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KEY RESULT AREAS	
KRA	KEY ACCOUNTABILITIES
COMMUNICATIONS STRATEGY DEVELOPMENT, ANALYSIS & REPORTING	<ul style="list-style-type: none"> ▪ Develop and implement a Communications and Marketing Strategy and Action/Delivery Plan for achieving NTV's growth targets across its range of organisational activities. ▪ Monitor, report and evaluate communications and marketing activities on a regular cyclical basis and implement lessons learnt as part of a continuous improvement approach. ▪ Contribute to the budget planning process and ensure all communications and marketing activities are managed within allocated budgets. ▪ Undertake regular detailed data collection, analysis and evaluation to assess impact ▪ Contribute to organisational reporting to the Management Team, Board and other stakeholders
COMMUNICATIONS AND MARKETING MANAGEMENT AND DELIVERY	<ul style="list-style-type: none"> ▪ Manage all aspects relating to the planning, management and delivery of NTV's communications and marketing activities, including: <ul style="list-style-type: none"> Communications and Media Relations <ul style="list-style-type: none"> – Respond to and identify proactive PR opportunities, and produce and distribute media releases – Proactively identify and mitigate for issues management, and respond to issues in a quick and professional manner as they arise Ensure all public messaging is engaging, effective and on brand, and provide communications advice to the leadership team Marketing and Digital Marketing <ul style="list-style-type: none"> – Oversee all digital platforms including the website, eDMs, enews and social media platforms, including developing and delivering effective content – Devise and implement marketing strategies, create engaging and effective marketing and communications collateral, and measure and analyse responses – Develop robust digital analytics reporting, using data to create more targeted and effective content Copywriting <ul style="list-style-type: none"> – Collaborate with internal/external stakeholders on the development of content for publications, and lead on writing and producing publications and marketing collateral that is on brand and engages audiences, including the annual report; conference and forum reports; enews; website content; etc Brand Management <ul style="list-style-type: none"> – Contribute to the updating of NTV's Style Guide and Branding Guide, ensuring it is adhered to across NTV

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	<p>Relationship Management</p> <p>Develop and maintain productive relationships with external agencies as required, including in relation to advertising; design; printing; public relations; website development; events management; photography / videography; etc</p> <ul style="list-style-type: none"> ▪ Devise and maintain a prioritised communications and marketing calendar. ▪ Develop and implement a suite of communications policies and procedures.
<p>PEOPLE MANAGEMENT</p>	<ul style="list-style-type: none"> ▪ Provide effective line management leadership to the Communications Officer including: <ul style="list-style-type: none"> ○ Leading the work-planning process and ensuring work objectives are delivered on time, and within the context of NTV's Strategic Plan. ○ Providing regular and timely feedback to reporting staff in relation to performance (achievements and areas for improvement), developing performance improvement plans as required. ○ Holding a regular cycle of 1:1 meetings to ensure effective, two-way communication.
<p>ORGANISATIONAL PLANNING & DEVELOPMENT</p>	<ul style="list-style-type: none"> ▪ Support NTV staff to increase the organisation's capacity to deliver effective and on brand marketing and communications across each team ▪ Work in conjunction with the CEO and Director of Strategy in leading the development of an organisational culture which recognises and embraces the benefits that flow from fundraising activities with respect to supporting the achievement of NTV's strategic objectives. ▪ Contribute to the development and delivery of NTV's Strategic Plan. ▪ Undertake other duties as required.

EXPERIENCE AND QUALIFICATIONS
<p>ESSENTIAL:</p> <ul style="list-style-type: none"> ▪ Extensive experience of managing the delivery requirements of an organisation's communications and marketing functions and associated activities, within the NFP sector including strategy development and implementation. ▪ Degree qualification/post graduate in a marketing / communications / journalism discipline, or equivalent experience ▪ Extensive experience of updating Wordpress websites; utilising Google Analytics; and using and managing campaigns through Mailchimp ▪ Extensive experience of managing social media pages, including Twitter, Facebook and LinkedIn ▪ A professionally-informed understanding of communications and marketing activities in the Australian context and associated legislative requirements ▪ Proven abilities in developing productive relationships with a diverse range of stakeholders in relation to communications and marketing activities ▪ Demonstrated understanding of budgets, analysis and reporting to internal stakeholders

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- Proven ability to work independently and successfully manage the delivery of a number of communications and marketing projects successfully within defined timelines
- Innovative, influential and collaborative approach to problem-solving/solution-finding activities
- Experience in managing staff

DESIRABLE:

- An understanding of the gendered nature of family violence and the need for appropriate responses through working with men

OTHER REQUIREMENTS

- Legal entitlement to work in Australia
- Employment with NTV is conditional upon receipt of satisfactory references and a Police records check. Some roles require a Victorian Working with Children Check.
- Regional and interstate travel will be required from time to time
- Out of hours work will be required as needed
- NTV Managers may be required to attend Board of Governance and Board Sub-Committee meetings which typically take place in the evening. Attendance may be required up to 4 times per year, or as required.

Signature of Job Holder _____ Date signed _____