



Position Description

Position: Marketing Communications Manager / Consultant

Location: North Melbourne

Employment status: 0.6 fixed term 12 month contract

Remuneration: \$80-95K plus 9.5 % superannuation pro rata

Reports to: Prosper Executive Committee

Our Mission: To replace all existing taxes with an annual charge on government granted privileges and natural resources, including land

Overall Position, Purpose and Context

Prosper Australia is an independent, not-for-profit organisation campaigning for economic justice. Prosper's mission derives from the nineteenth century economist and philosopher, Henry George. Our agenda includes research and advocacy for reforms such as land value capture for transport infrastructure, rezoning windfall gains taxation, shared equity housing models, recommoning natural monopolies, and rolling back the financialisation of land and housing.

The Marketing Communications Manager is a key leadership position reporting to the Prosper Executive Committee. This role is responsible for the development and implementation of Prosper's media, marketing and communications strategy in order to grow, engage and influence key target audiences. The key target audiences are critical to advocating for and supporting Prosper's research into economic reforms, particularly taxations reforms, that will deliver a fairer and more equitable society.

If you are a marketing, communications or PR professional with a passion for social justice through economic reform, and would like to work with a group of like-minded professionals from research, policy and academia this could be your opportunity to play a constructive role.

The role will assist the team to develop new narratives, partnerships and fundraising ventures. You will be working closely with staff and the volunteer Executive to build and integrate a new marketing communication strategy for Prosper.

Critical audiences and potential investors include economists, academics, governments, economics advisors, NGOs, philanthropists, donors, supporters and volunteers.

In this role you will have an opportunity to participate in and potentially oversee the development of associated activities in fundraising, events publicity and campaigning. You will have a sound understanding of budgeting and experience in guiding a team of professionals from other disciplines into new areas of communications activity.

Key Relationships

Policy Director

Project Director

Office manager

Executive (8-10 volunteers)

External contractors in communications, market research, fundraising, campaigning, content, media and analytics.

Colleagues in related NGOs

Key Responsibilities

The primary responsibilities of the role include:

- Together with staff and the Executive, the marketing communications specialist will develop and implement a marketing communications strategy; including social & digital media
- Manage media relationships and opportunities, including developing and distributing information as the central point of all external media communication
- High Level copy writing including repurposing research for various target audiences
- Source, research, write, manage contributors and edit copy for key communication outputs
- Provide advice and support to the Staff team and Executive in respect of proactive marketing and media strategies and management of issues that may arise from time to time.
- Schedule and prioritise communication activities in collaboration with Staff team, external suppliers and Executive
- Undertake travel (when required)
- Assist in planning other fundraising, philanthropic and community engagement activities and events as required
- Develop, manage and report Marketing Communications budget.

Values

- A collaborative, team player who is prepared to step outside the confines of your position description to ensure the team meets its goals and works harmoniously
- Lead from the front, from the side and from behind as the circumstances dictate and particularly in the areas of your expertise
- Civic minded, concerned with public interest policy
- Flexible, patient, inclusive, affirmative and courageous
- Must respect other team members and ensure colleagues feel safe, valued and listened to in the workplace
- Represent the organisation internally and externally, ensuring the interests of Prosper are promoted and protected.

Knowledge and Experience

- Tertiary qualifications in marketing communication or related discipline
- Excellent interpersonal, communication, time management and organisational skills
- High level written communication skills
- Well-developed creative, conceptual and analytical skills
- Excellent knowledge and experience in building up and managing a digital image library
- Computer proficiency – MS Word, Excel, PowerPoint, web and social media skills

- Preferred: knowledge of current affairs particularly as they relate to taxation and economics.

Key Selection Criteria

- Demonstrated ability and experience in the development, management, implementation and evaluation of marketing communication strategies and campaigns
- Experience in developing and managing a Marketing Communications budget.
- Demonstrated ability to provide strategy clarity and guidance to co-workers and volunteer Executive Committee, and allocate time and resources in line with priorities.
- Experience in systematic networking and maintaining relationships with allies, partners and media contacts across press, radio, TV and online.
- Experience in translating research and theory into accessible social and political issues
- Sound understanding of political processes, especially policy development
- Well-developed interpersonal, communication, public speaking and negotiation skills with proven ability to work with and influence media, partners and stakeholders
- Demonstrated written communication skills with regards to high quality media materials, briefs, speeches, bulletins, reports, including the annual report
- Proven ability to effectively coordinate and manage work activities independently with minimal supervision and direction including setting priorities and working to tight deadlines
- A strong working knowledge of digital media outlets and the broader media landscape with proven ability to deliver effective outcomes across all platforms
- Proven capacity to work independently and as part of a team.

Health and Safety requirements

Prosper is committed to protecting the safety and wellbeing of its people and ensuring safety is integral to how do our work. In realising this commitment Prosper complies with all relevant health and safety laws including the Occupational Health and Safety (OH&S) Act 2004 (with its associated regulations and codes).

Privacy Notification

Prosper requires personal information and documents relevant to your employment. The collection and handling of this information will be consistent with the requirement of the Information Privacy Act 2000.

Other relevant information

The terms and conditions of employment are similar to those applying in the Victorian Public Service and will be governed by the enterprise agreement applying to Prosper staff;

The incumbent will be required to undertake occasional travel;

The position is located at *64 Harcourt St, North Melbourne;*

Prosper promotes a positive work environment, is an equal opportunity employer, values diversity in its staff and encourages learning and development;

The position description may need to be amended occasionally due to variations in responsibilities and organisational requirements.

Changes to the Position Description will be consistent with the purpose for which the position was established.