



Community First Development is a First Nations community development and research organisation that creates positive change in and with First Nations communities. We undertake social and economic development, and research projects in partnership with First Nations communities, businesses and people. Communities have control; they name the priorities and choose the design, assets, capabilities and approach to achieve their vision. We provide tailored support through community partners, skilled staff, trained volunteers and key supporters and service providers.

Title: Communications Manager	Business Unit: Supporter Engagement	Band: Social, Community, Home Care and	Classification: 7.1
Reports To: General Manager Impact & Strategy	Direct Reports: Nil	Work Status: Full-time	
Primary Objectives: I. Lead the implementation of Community First Development's communications strategy. II. Lead in the promotion and protection of Community First Development's image and identity and ensure consistency of brand. III. Develop publications: newsletters, annual reports, promotional materials, and content for the website, social media and intranet. IV. Use engaging and innovative approaches to promote research outputs and generate business leads. V. Supervise the Communications Officer who is tasked with coordination of social media platforms and gathering content from regional teams. VI. Lead public relations activities, including development of opinion pieces and press releases.	Position Dimension:	Key Communication Contacts:	
	Without Referral to Manager Day to day operational and engagement activities	Contact	Purpose/Frequency of
	After Consultation with Manager Unusual communication enquiries Distribution of communications to donors and supporters Operating expenditure of less than \$100 Capital expenditure of less than \$500	General Manager Impact and Strategy	<i>Daily</i> <ul style="list-style-type: none"> Responsible for all position deliverables
	Referred to Manager Changes in operational or strategic plans Operating expenditure of greater than \$100 Capital expenditure of greater than \$500	Supporter Engagement Team Impact and Strategy Team	<i>Daily as Required</i> <ul style="list-style-type: none"> Working as a team and meeting collective objectives
		External Contacts and Suppliers	<i>Daily as Required</i> <ul style="list-style-type: none"> Liaising with designers, printers, mail houses, journalists, contributors, academics, researchers and others to achieve position objectives.
	Community First Development Managers and Staff	<i>Daily /As required</i> <ul style="list-style-type: none"> Assisting with enquiries, collaborating for better outcome 	



Key Result Area	Duties may include but are not limited to:	Approximate Weighting	Accountable To:
Lead the implementation of Community First Development's communications strategy.	<p>Awareness and understanding of Community First Development's key audiences, communications assets, channels and approaches.</p> <p>Identify initiatives, policies and procedures that can deliver ongoing improvements in Community First Development's marketing and communication activities.</p> <p>Management of Community First Development's strategic communications objectives within allocated budget.</p> <p>Ongoing evaluation of communication strategy and provision of strategic advice and recommendations to General Manager Impact and Strategy.</p>	15%	General Manager Impact and Strategy
Lead in the promotion and protection of Community First Development's image and identity and ensure consistency of brand.	<p>Ensure Community First Development branding and image is articulated and applied correctly and consistently in all print, online and presentation materials produced by Community First Development.</p> <p>Develop and implement processes, procedures templates and style guides on Community First Development internal and external communications and marketing and monitor compliance with these and copyright requirements.</p> <p>Develop and manage protocols for final sign off of all external materials.</p>	15%	General Manager Impact and Strategy
Development and production of publications and online materials	<p>Write and edit clear and compelling content and manage production and distribution.</p> <p>Prepare key presentations, publications, and reports including Annual Reports, Community First Development's quarterly newsletter, grant applications, supporter communications and funding submissions.</p> <p>Manage relationships with some external agencies and suppliers in relation to marketing and communication.</p>	20%	General Manager Impact and Strategy
Use engaging and innovative approaches to	<p>Repurpose Community First Development research into outputs/channels for external stakeholders.</p>	10%	General Manager Impact and Strategy



COMMUNITY FIRST DEVELOPMENT

WITH OUR PEOPLE, FOR OUR PEOPLE

COMMUNICATIONS MANAGER POSITION DESCRIPTION

<p>promote research outputs and generate business leads.</p>	<p>Project manage the outsourcing of animations, promotional videos and documentaries on Community First Development research and impact and community projects.</p>		
<p>Supervise the Communications Officer who is tasked with coordination of social media channels and the website and gathering content from regional teams.</p>	<p>Ensure clear strategic direction, training and support is provided to the Communications Officer to undertake duties.</p> <p>Set clear and measurable milestones and monitor progress towards these.</p>	<p>10%</p>	<p>General Manager Impact and Strategy</p>
<p>Lead public relations activities to promote Community First Development</p>	<p>Manage relationships with media stakeholders to ensure maximum positive exposure of Community First Development.</p> <p>Development of opinion pieces and press releases to promote Community First Development's activities and perspective.</p>	<p>10%</p>	<p>General Manager Impact and Strategy</p>
<p>Provide internal customer service</p>	<p>Work closely with Community First Development management and staff to develop relationships, efficiently use resources and ensure that publications and online content meet the needs of all stakeholders and represent the organisation as required.</p> <p>Develop clear processes for record keeping of approval from communities for all stories, photos, audio/video recordings.</p>	<p>10%</p>	<p>General Manager Impact and Strategy</p>



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COMMUNICATIONS MANAGER POSITION DESCRIPTION

<p>Adhere to policy and undertake continuous improvement activities that enhance the effectiveness of Community First Development</p>	<p>Ensure familiarity of workplace policies and procedures including human resources and workplace health and safety and comply at all times.</p> <p>Stay abreast of Community First Development needs and trends by participating in own personal and professional development programs and by maintaining a network of associates where information sharing can contribute to innovation and improvement activities.</p> <p>Contribute to efficient, effective and ethical investment of Community First Development resources, including financial and resource management and reporting.</p>	<p>5%</p>	<p>General Manager Impact and Strategy</p>
<p>Workplace Health and Safety</p>	<p>Take reasonable care of, and cooperate with actions taken to protect the health and safety of yourself and others.</p> <p>Report all accidents, incidents and hazards to your supervisor as soon as is practicable.</p> <p>Do whatever is reasonably practical to ensure that both the workplace and the work itself are safe, in consultation with staff affected.</p>	<p>5%</p>	<p>General Manager Impact and Strategy</p>



Key Challenges	Qualifications and Experience	Core Competencies
<ul style="list-style-type: none"> · Ensuring internal and external compliance with Community First Development's image and brand. · Ensuring online and offline publications are relevant to the operational and fundraising work of Community First Development at any given time. · Supporting an integrated fundraising program that meets the financial goals as defined within the fundraising operational plan. · Identifying platforms and opportunities that will create interest in Community First Developments research 	<ul style="list-style-type: none"> (a) A formal qualification or equivalent in communications, marketing, journalism, public affairs or similar. (b) At least 3 - 5 years' experience working in a Communications Manager capacity or similar and ideally in a not for profit organisation. (c) Demonstrated experience as a successful copywriter and marketing professional. (d) Experience working in the volunteering and human and community development sectors is desirable. 	<ul style="list-style-type: none"> (a) Robust analytical, strategic and written communication skills. (b) Ability to multi-task, prioritise work and meet deadlines. (c) Proven ability to lead and bring together culturally and socially diverse teams of people effectively and compassionately in order to produce real and sustainable outcomes. (d) Proven ability to demonstrate initiative and flexibility when faced with challenges or opportunities. (e) Exceptional written and verbal communication skills. (f) Demonstrated information technology skills including the use of Microsoft office programs and data systems, social media platforms and an understanding of the Adobe Creative suite. (g) Capacity to travel interstate and to remote locations.

Other Notations:

This position holder may be directed to carry out additional duties that are within the limits of the employee's skill, competence and training to assist Community First Development in meeting its overall objectives;

Community First Development aims to be an employer of choice for Indigenous and non-Indigenous Australians. First Nations people are strongly encouraged to apply.

Community First Development implements a family-friendly workplace environment and supports its staff to achieve a healthy work-life balance.

Community First Development has a zero tolerance approach to improper workplace behaviour – particularly violence and abuse, illegal drug use, inappropriate alcohol use, drink-driving and corruption.

All Community First Development staff must complete an AFP criminal history check. This form is available from Community First Development.

This position requires compliance with all Community First Development policy and procedure as found on the Community First Development intranet.



Authorisation

We have carefully reviewed this Position Description and are satisfied that it accurately describes the requirements of the position holder:

Senior Manager

Signature:

Date: 29 June 2020

Chief Executive Officer

Signature:

Date: 29 June 2020

I have read the document and agree to undertake the duties and responsibilities as listed above.

I acknowledge that:

- This position description is an indication of the duties and responsibilities that I may be required to undertake. Additional or other duties and responsibilities may be allocated to me with consultation. Where additional training or support is required to fulfill additional or other duties of a similar level of responsibility, it will be provided.
- This position description will be reviewed regularly in consultation with me and most likely this will occur when performance objectives are planned periodically.
- KPI's will be set by Community First Development after discussion with me, for each year or other set period and my performance will be reviewed against those KPI's.

Position Holder

Signature: _____

Date: _____