



## FARE Position Description

<b>Job Title:</b>	Senior Communications Advisor	<b>Location:</b>	Canberra
<b>Team:</b>	Communications and Campaigns	<b>Position Type:</b>	Full-time
<b>Award:</b>	Social, Community, Home Care & Disability Services Industry Award 2010	<b>Award Level:</b>	Level 3
<b>Reports to:</b>	Director of Communications and Campaigns		
<b>Primary Job Purpose</b>			
<p>The Senior Communications Advisor will be responsible for working across teams to produce high-quality communications that support FARE’s policy, advocacy, health promotion, campaign and fundraising objectives. This position will work with a high degree of responsibility and autonomy to develop and manage communication and campaign activities across core organisational goals.</p>			
<b>Responsibilities</b>			
<ul style="list-style-type: none"> <li>• Play an active role in the development, implementation and evaluation of FARE’s communications and campaigns strategies.</li> <li>• Develop and manage communications and campaigns activities that support FARE’s policy, advocacy, health promotion, campaign and fundraising objectives.</li> <li>• Develop key messages and create compelling, responsive and on-brand written and/or multimedia content for use across media, print and digital (such as print resources, websites, social media, campaign emails, video concepts, and fundraising letters).</li> <li>• Manage and maintain FARE’s digital communication channels (website, blogs, email, social) and ensure these are kept current, consistent and campaign relevant.</li> <li>• Play an active role in managing FARE’s brand and ensure all communications effectively deliver on the organisation’s messaging, vision and values.</li> <li>• Play an active role in FARE’s supporter and donor acquisition, retention and development programs.</li> <li>• Develop content for, proofread, and edit FARE’s marketing collateral and publications, including research reports, presentations, government submissions, event invitations and flyers.</li> <li>• Assist in media monitoring, writing releases and generating positive media coverage aligned with the strategic goals of the organisation.</li> <li>• Assist in key organisational tasks such as periodic evaluation and reporting on communications outcomes and budget management.</li> <li>• Manage relationships with internal stakeholders to ensure staff teams are engaged, consulted and informed in a timely manner during the development of FARE communications and campaigns activities.</li> <li>• Manage relationships with external stakeholders, as required, including working with key stakeholders, partner organisations, consultants, contractors and agencies.</li> <li>• Provide high-level communication support and advice to the CEO and leadership team, as required.</li> <li>• Perform other duties as directed by the CEO and/or Communications and Campaign Director.</li> <li>• Apply the principles and practices of FARE and adhere to the company’s Values and Code of Conduct.</li> <li>• Adhere to all the requirements of the Work Health &amp; Safety Act and Regulations, both personally and in relation to the other staff and the company in general.</li> </ul>			
<b>People Management</b>	The position has no direct line management responsibilities		
<b>Budget Management</b>	The position has no budgetary responsibilities		



## FARE Position Description

Capabilities			
<b>Qualifications/ Experience</b>	<ul style="list-style-type: none"> <li>• Relevant qualifications and/or 5+ years experience in communications, public relations, campaigning, digital media, marketing or journalism.</li> <li>• Professional experience in or strong understanding of not-for-profit, public health, charitable and/or membership organisations.</li> <li>• Demonstrated experience in planning, producing (writing/designing), editing and evaluating communications for different objectives, audiences and channels.</li> </ul>		
<b>Knowledge/Skills</b>	<ul style="list-style-type: none"> <li>• Demonstrated high-level communication skills that are adaptable across the priorities of the organisation (health promotion, public policy, campaign and organisational communications).</li> <li>• Advanced computer skills, including Microsoft Office products and digital communication tools (website/email/social media management).</li> <li>• Strong organisational and stakeholder management skills, with demonstrated ability to work with others across the organisation and at all levels.</li> <li>• Ability to exercise sound judgment and initiative in a fast-paced environment.</li> <li>• Technically savvy communicator, able to navigate between media, print and digital mediums.</li> <li>• Demonstrated ability to work productively to achieve results, with minimal supervision.</li> </ul>		
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Strong attention to detail.</li> <li>• Ability to work to deadline, manage competing priorities, lead projects and make decisions under pressure.</li> <li>• Demonstrated 'can-do' attitude, contributing to developing a culture of excellence, creativity, responsiveness and flexibility.</li> <li>• Ability to work autonomously and as part of a team, including supporting colleagues in meeting their responsibilities.</li> <li>• Ability to rapidly develop and apply competence in previously unfamiliar areas and techniques.</li> <li>• Demonstrated passion for building a values-based, high performing and effective team environment.</li> <li>• Demonstrated commitment to continuing professional and personal development.</li> </ul>		
<b>Reviewed By:</b>	Adam Knobel	<b>Date:</b>	30 August 2020
<b>Approved By:</b>	Caterina Giorgi	<b>Date:</b>	30 August 2020
<b>Last Updated By:</b>	Adam Knobel	<b>Date/Time:</b>	30 August 2020