

Position Title: Communications and Marketing Manager	Section: Media, Communications and Marketing
Employment Status: Full-time, maximum term contract (3+ months)	Base: Northmead
DAMP Status: Non-SSAA	Vaccination Status: Category B

Reporting and Organisational Context:

This position reports to	Head of Media, Communications and Marketing Manager
This position has the following direct reports	Nil
Key objectives for this position are:	
1. Content creation for various digital and offline comms and marketing channels.	
2. Editorial news and feature content for health, aviation and NFP publications and channels.	

Individual Essential and Desirable Criteria for this Position:

Essential

- Tertiary qualifications in communications or public/media relations.
- Minimum 5 years' experience in a fast-paced communications and marketing team requiring instant decision making and creating content for multiple channels.
- Excellent written and verbal communication skills with the ability to write clear communications and marketing materials, newsletters and media releases, and act as media spokesperson for CareFlight as required.
- Excellent time management, organisational and planning skills with the ability to juggle multiple demands, flexibility with working hours and availability for on-call after hours and weekends.

Desirable

- Prior management experience working within a communications and marketing team, preferably in the not-for-profit sector.
- Experience in managing workload autonomously and being part of a high performing team.

Role Responsibilities

- Create editorial content for digital comms and marketing, and social marketing channels for CareFlight.
- Write editorial media releases for variety of health, aviation, aeromedicine and NFP publications and surrounding integrated content as briefed.
- Work with MCM team to develop supporting social media content to increase the reach and engagement of CareFlight's brand as disrupter in aeromedicine.
- Assist the Head of Media, Communications and Marketing with CareFlight's content relating specifically to new aircraft coming online in 2021 (helicopter and jet).
- Source and create copy, photo and video content for social media and the CareFlight website.
- Update CareFlight website with media releases and mission-related content and create mission and patient stories for newsletters, fundraising appeals and events, and the annual report.

- Oversee CareFlight MediSim workshops nationally with active promotion within the community via media releases and social media (as per sponsorship requirements), and local media contacts to support the program’s calendar of workshops.
- Support Head of Media, Comms and Marketing to manage CareFlight’s outbound media approaches nationally as required.

In addition to the essential and desirable requirements for this position, you are expected to comply with the following:

- CareFlight’s code of Conduct and Ethics (ref: HR-009)
- CareFlight’s Behaviours and Competencies (ref: HR-046)
- CareFlight’s Drug & Alcohol Management Plan (ref: QS-016)
- Your section’s quality initiatives
- CareFlight’s policies and procedures

Guiding Principles – Our Guiding Principles are based around our service to the community, excellence, unit and integrity, and they apply to all of our activities and people. You can find out more about our Guiding Principles in our Code of Conduct (ref: HR-009).

As the incumbent of this position, I have read this Position Description and understand and agree to its contents.

I understand and accept that I must comply with the policies and procedures of CareFlight as well as uphold CareFlight’s Guiding Principles. I also understand I am required to undertake work as determined by my manager.

Employee’s name:	[candidate_name]	
Employee’s signature:	[acceptance_status]	[acceptance_date]