POSITION DESCRIPTION	
Title	**Head of Communications and Public Affairs**
Unit	Communications and Public Affairs
Reporting to	Strategic Development Director
Direct reports	• Content Manager (overseeing Communications Coordinator and Videographer) • PR Manager (overseeing Digital Coordinator) • *Temporary* – Events and Community Fundraising Manager (overseeing Community Fundraising Coordinator)
Location	Level 8, 120 Sussex Street Sydney NSW 2000
Position Statement	The Head of Communications and Public Affairs leads the organisation's communications, public affairs and supporter engagement ensuring high standards, integration and continuity. With oversight of outreach, content, brand and editorial strategy, the role is responsible for delivering activity to engage new audiences with our work, support existing donor relations, support fundraising channels, work with the Board and National Director on thought leadership, and steward the profile of Australia for UNHCR with key sectors and stakeholders. This includes delivering fundraising content, media and public relations, social media and digital channels, brand management, working with influencers and partners to support our cause, and raising the organisation's profile through leadership activity. This role is also currently managing the Events and Community Fundraising program due to a parental leave resource change. This role also works closely with UNHCR communications colleagues in Geneva, Copenhagen, Canberra and field operations across the globe.
Accountabilities and Responsibilities	
Strategic management and communication leadership	Planning • Support executive team to develop and achieve the organisation's strategic goals in communications, public engagement and advocacy (including campaign strategies/plans for key bodies of work, e.g.

	Leading Women Fund, events including World Refugee Day, National Director profiling, influencers and Ambassadors) • Implement key strategies through practical work plans, SMART goals and regular work in progress tracking and/or meetings • Incorporate data insights into work planning to ensure all strategy has a 'test and learn' approach • Incorporate impact reporting and donor insights into planning Advising • Expertly advise senior management across stakeholder relations, reputation management, media relations, internal communication and other areas as relevant • Work with key teams (particularly Fundraising, Development, Donor Care, Digital Marketing) to oversee and/or deliver content and to ensure high standards and continuity in communications • Lead communications and issues management in emergencies and crises, including key messaging and liaison with the field and Geneva to ensure all content conforms – including clear planning for how we work as a team • Lead communication strategy on organisational events
Outreach and content strategy	Content planning • Develop and implement overarching content strategy/plan, anchored in editorial pillars – and focussed on reaching key audiences, achieving our objectives, and defining messaging, timelines and plans – whether channel specific or maximising use across channels Storytelling • Identify opportunities for positive, relevant stories for Australia for UNHCR and its campaigns/objectives and consider most relevant, strategic way to tell the story (video, copy, media, graphic, audio, event, print publication, speech, award nominations, etc) • Incorporate voice of donor insights including potential for surveys, focus groups or other research to inform content strategy • Research-backed messaging, including facts, figures, messaging, photos, case studies, video, etc • Provide reactive responses to incoming donor queries, social media and media queries Channel management • Develop and implement channel specific strategies/workplans for proactive and reactive communications as identified (media, website, enews, With You, Annual Report, Twitter, Facebook, LinkedIn, Instagram, partner enewsletters, influencers, etc) • Develop and manage public engagement opportunities through partnerships and events; support senior executive speaking engagements at sector conferences and events • Oversee social media content, scheduling and community management, as well as media pitching and handling • Ensure content on key channels (website, Shorthand, DAM, social media) is up to date, relevant and persuasive • Support internal communications to ensure they are fit for purpose Other

	• Manage key platforms including Bynder (digital assets management), Shorthand (digital publishing), Meltwater (media alerts), Hootsuite (social media management) and others as relevant • Support for ad hoc fundraising tools e.g. pitch cards, lifts, tax receipts and ad hoc requests
Public affairs and long term collaborative partnerships	• Build long term collaborative relationships with key partners (media, community opinion leaders, refugee sector, broader NGO sector, government, UNHCR staff and others) • Support effective networking and representation of Australia for UNHCR with those networks • Develop and maintain effective and up to date contact lists (media, refugee sector, UNHCR, talent in the field including Australians, etc) • Act as key liaison with UNHCR Canberra external affairs
Events And Community Fundraising	• Manage the Events & Community Fundraising Manager to support strategy development and implementation of key events, particularly World Refugee Day, major community fundraising events, including 2 Billion Kilometres, and donor briefings (October 2020/2021)
Team Management	• Lead, manage and develop the communications team to ensure optimal skills and communications / content strategy opportunities to support the organisation and its goals across all channels • Provide leadership to staff in line with organisational purpose, brand, vision and values • Develop key team indicators (brand profile, media, etc)
Organisational Responsibility	• Demonstrate an active and dedicated commitment to Australia for UNHCR's Mission, Vision and core principles. • Comply with A4U's Policies and Procedures. • Observe all legal and legislative requirements. • Assist in the development of, and participate in A4U's initiatives, projects and events. • Cultivate productive and collaborative working relationships and outcomes through open and inclusive planning, continuous information sharing and transparent work practices • Liaise with others in a professional, respectful and constructive manner • Ensure a high level of confidentiality and integrity.

Selection Criteria	
Essential Qualities	• Minimum 10 years relevant work experience. • Excellent written and verbal communication skills, with the ability to engage at senior levels. • High competence in copywriting, adaptable to different formats. • Understanding of and experience in digital media.

	• Capacity to handle interviews and support the National Director in representing the organisation externally. • Proven skills in effective team leadership. • Demonstrated capacity to develop collaborative relationships with the media in Australia, including newspapers, magazines and broadcast media. • Demonstrated capacity to work with partners, influencers and high profile supporters / celebrities • Understanding of the international aid sector. • Financial management skills including budgeting and analysis. • A relevant tertiary qualification in public relations, journalism, marketing or a similar discipline.
Desirable Qualities	• Demonstrated success in building brand awareness. • Understanding of the global refugee situation, the overseas development sector in Australia, and the relationships of the sector with the UN and the not-for-profit sector. • Experience gained in the international development sector.
Person Specifications	• Acting with integrity, honesty and credibility. • Highly motivated, with an ability to complete tasks, with a strong attention to detail. • Ability to engage a wide range of key stakeholders. • Collaborative and consultative team member. • Diplomatic and tactful. • Adaptability, flexibility and problem solving skills. • Open, friendly and approachable. • Work under pressure.
Key Competencies	• Analytical and conceptual • Influencing • Innovation and creativity • Leadership • Results orientated • Strategic thinker