

1. Position Identification:

Position Title:	Communications and Media Manager
Location:	Cystic Fibrosis Community Care – Victoria 282 Neerim Road, Carnegie Vic 3163
Time Fraction:	0.6 EFT
Duration:	Part time, 12 month contract (with possibility of extension, subject to funding)
Report to:	CEO
Direct reports:	Nil
Salary:	Base salary plus super and access to full FBT salary packaging as an employee of a registered charity. Other employment conditions and entitlements are as described in the Social, Community, Home Care and Disability Services Industry Award 2010 ('modern award').

2. Cystic Fibrosis Community Care:

The mission of Cystic Fibrosis Community Care is to increase the well-being and quality of life of people living with cystic fibrosis (CF), and promote broader awareness of CF. It does this through the provision of advocacy, support and information services, research, public awareness programs and fundraising.

Central to its work are its values and a commitment to: Respect and Inclusiveness, Integrity, Pursuing excellence, Valuing staff and volunteers and Working in partnership

3. Primary Purpose and Scope of Position / Role Statement:

The role's primary purpose is to deliver key communications in order to increase awareness and understanding of CF in the broader community and generate support for CF Community Care's work across Victoria and NSW.

The role is:

- Responsible for the development, delivery and distribution of CF Community Care's communication resources and the management of website content and social media platforms.
- Responsible for generating media opportunities.
- Assists with advocacy initiatives.

4. Key Responsibilities and Duties:

Delivery of successful communications that assist CF Community Care to achieve its objectives and outcomes

- Coordinate CF Community Care's response to media opportunities in both a proactive and reactive manner, including (but not limited to):
 - Developing and disseminating media releases to promote our events and fundraising activities
 - Identifying and disseminating stories that may have potential to promote awareness of CF in the community, including for specific campaigns such as the annual Cystic Fibrosis Day
 - Responding to enquiries from media and assisting to identify appropriate people prepared to speak to media
 - Building relationships with media contacts
- Develop CF Community Care's information resources, including (but not limited to):
 - Ensuring that all print and electronic publications present a strong consistent message in line with our branding and profile
 - Management of website content and social media platforms

- Coordination of monthly e-news electronic publication and all eDMs
- Develop, deliver, produce, distribute and evaluate our magazine three times per year
- Coordinating the development of the Annual Report and Impact Reports
- Raise the profile of CF and CF Community Care in the wider community through the writing, editing and reviewing of all our communications
 - Deliver communications on time, within budget, that meet expectations
 - Set, communicate and maintain timelines and priorities on every project

Advocacy support

- Produce relevant materials for each advocacy campaign (e.g. letters to politicians, flyers, radio adverts, videos)
- Meet with politicians to lobby for change/support for the CF community
- Engage the media and greater community to rally behind the CF cause/campaign such as access to new treatments

Relationship management

- Communicate, maintain and develop key stakeholder relationships ensuring the CEO is apprised of all key relationships on an annual basis.

Active member of the CF Community Care team

- Provide expert advice and assistance relevant to communications
- Work cooperatively and collaboratively across functions to ensure achievement of all objectives, a strong working relationships and positive team culture
- Deliver an annual work plan to the CEO by the required date
- Deliver an annual Communications Plan to the Senior Management team by the agreed date
- Behave in accordance with CF Community Care values, policies, guidelines and procedures and all legislation applicable to the role (including, but not limited to, privacy, confidentiality, WHS, discrimination, bullying and harassment etc.)
- Actively develop and promote the desired culture of CF Community Care by ensuring all interactions, documentation and communications are conducted in a manner that supports the organisation’s vision, mission and values
- Take reasonable care of your own health and safety and the health and safety of others, identify hazards and risks and take corrective action as required
- Participate in meetings, training, education and other CF Community Care activities as required

Other duties that are consistent with the scope of the position

5. Authority and Accountability:

Decision Making Authority:	Authority to make decisions in accordance with the approved Communications Plan.
Direct Budget Responsibility:	Authority to spend within budget limits as approved by the CEO.

6. Key Working Relationships:

Internal:	CEO, Head of Marketing and Fundraising, NSW State Manager, Events and Fundraising team, Programs and Support Services team
External:	CF community, Media organisations, Ambassadors, Community fundraisers, CF Australia and CF state and territory organisations

7. Requirements of the Position:

Skills, Knowledge and Experience:	<p>Essential</p> <ul style="list-style-type: none">• Relevant experience in a communications role• Demonstrated experience in planning and implementing activities that support and contribute to the long term goals of an organisation• A proven ability to work with media and develop media relations, including developing media releases and responding to media• Experience in website management and an understanding of the principles of quality electronic communication• Ability to write, edit and proof read visual communication that conveys credibility and authenticity for diverse audiences• Sound understanding of social media, how it works, as well as traditional print production processes• Understanding of the NFP sector in order to generate communications that support fundraising endeavours• Highly organised, with a proven ability to initiate, manage and coordinate quality publications that meet deadlines• Excellent interpersonal skills and the ability to work collaboratively with a range of stakeholders• Excellent oral and written communication skills, and specifically a high level grasp of grammar• Ability to handle and own multiple projects and work flexibly in response to changing priorities• Confident in decision making and creative problem solving• IT literacy in main set of Microsoft programmes, Wordpress and Mailchimp <p>Desirable skills, abilities and attributes</p> <ul style="list-style-type: none">• Understanding of CF• Experience working in a NFP or medical research environment within a communications function• Ability to read medical literature, understand medical terminology and translate it for a lay audience• Graphic design/desktop publishing skills will be highly regarded <p>This job requires some flexible working at weekends, evenings and trips away.</p>
Qualifications and Training:	<p>Essential</p> <ul style="list-style-type: none">• 3-5 years relevant work experience <p>Highly regarded</p> <ul style="list-style-type: none">• Tertiary qualifications in a relevant field (Communications, PR, Marketing etc)• Training in the use of social media
Other information:	<p>Ongoing employment relies on the satisfactory completion of a 3-month probationary period and ongoing performance reviews</p> <p>CF Community Care reserves the right to change your duties and position title in accordance with the needs of the organisation</p>

8. How to Apply for the Position:

To apply for the position, please email a cover letter, your current resume, and a document addressing the requirements of the position and any experience relevant to the key responsibilities and duties to Karin Knoester at ceo@cfcc.org.au by the closing date.

For more details contact Karin Knoester on (03) 9686 1811.

Applications close: 1st February 2021