

## POSITION DESCRIPTION



<b>Job Title</b>	Head of Marketing & Communications	<b>Division / Location</b>	Fighting Chance Senior Management Team
<b>Employment Type</b>	Full time, Permanent	<b>Reporting to:</b>	Executive Director
<b>Role Summary</b>	<p>The Head of Marketing &amp; Communications is central to the achievement of Fighting Chance’s vision for a new future for disability.</p> <p>Your innovation mindset, resourcefulness, and solutions focus will drive best-practice marketing and communications for our hierarchy of social enterprise brands. A deep understanding of service marketing, brand and communications, stakeholder engagement, and passion for social impact will be crucial in our fast-paced and exciting environment.</p> <p>You will lead a team to effectively engage a wide range of stakeholders including customers (NDIS participants and families), employees, funders and philanthropists, and the media; as well as ensuring our community engagement strategy and communications to the general public increase brand awareness and reach.</p> <p>You will also begin to build our profile more broadly, establishing a thought leadership, influencing and government relations agenda collaborating closely with Fighting Chance CEO and Founder, Laura O’Reilly, and other key team members.</p> <p>Key areas of responsibility for this role are to oversee:</p> <ul style="list-style-type: none"> <li>● Marketing and communications</li> <li>● Stakeholder engagement</li> <li>● Customer service</li> <li>● Leadership and people management</li> <li>● Reporting and compliance</li> <li>● Values and behaviours</li> </ul>		
<b>Reporting &amp; Requirements</b>	<ul style="list-style-type: none"> <li>● <b>Reports to:</b> Executive Director</li> <li>● <b>Direct Reports:</b> Marketing (2), Customer Service (1), Communications (1), Graphic Design (1), Grants &amp; Content Writer (1), Impact Measurement (1)</li> <li>● <b>Indirect reports:</b> Community Engagement Leads (6), Enterprise Marketing Coordinator (1).</li> <li>● <b>Member of:</b> Fighting Chance Senior Management team</li> <li>● <b>Required to:</b> Regular Sydney-based travel, occasional interstate travel</li> </ul>		

## Core Accountabilities

### Marketing and communications

Set an overarching strategy, and oversee the execution of marketing of all NDIS services across the Fighting Chance group, including:

- A sharp focus on customer acquisition ensuring growth aspirations and revenue targets are being met.
- Driving integration between intake and marketing functions, collaborating on the Community Engagement Strategy to create alignment and build the capacity of all roles across the group that market services to NDIS participants. Includes oversight of comms to existing participants and families.
- Ensuring all brands across the group effectively represent our vision and values, are being implemented consistently and clearly to all audiences and across all channels, and have increasing brand awareness in the NDIS marketplace.
- Overseeing the creation of content across all channels that effectively supports marketing and customer acquisition efforts and clearly communicates who we are and what we do.
- Knowing when to outsource, and selecting best-in-class external experts where necessary to execute on the marketing and communications strategy.
- Mobilising business systems and technology that create efficiencies and support the execution of the marketing and communication strategy.
- Providing marketing and communications to support other business development objectives.

### Stakeholder engagement

Build the movement of the Fighting Chance group through strategic stakeholder engagement including:

- Overseeing the Grants and Content Writer to produce grant applications and other communications content that aligns with strategic priorities, speaks to a range of audiences, meets revenue targets, and supports brand and customer acquisition targets.
- Working closely with HR to develop and implement an internal communications plan that supports staff engagement and fosters information sharing and clear communications across the group.
- With external experts, executing targeted PR campaigns, and building our profile and networks with media.
- Collaborating with key staff members on the development of Fighting Chance's thought leadership, influencing and advocacy, and government relations agendas.
- Oversee the coordination of events that engage a variety of audiences, and build community and brand.
- Collaborating on the implementation of Fighting Chance's impact measurement framework, and producing impact reports that support stakeholder engagement and marketing and communications objectives.

### Customer Service

Oversee the delivery of the customer service strategy including:

- Ensuring all potential customers are warmly engaged and given appropriate and timely information about Fighting Chance's services, and effectively referred to the correct enterprise or service.
- Ensuring intake and community engagement functions within enterprises are being provided with an adequate leads pipeline to meet intake and revenue targets.
- Fostering feedback, and a culture of continuous improvement where the quality of our services is systematically evaluated both by internal review and by customers.

### Leadership and people management

- Providing proactive leadership to your team including ownership of the strategic planning process (V2MOM), alignment of your team's work with strategic goals, and ensuring the needs of all enterprises are being responded to in a timely and professional manner.
- Managing the marketing and communications budget to deliver all planned activity.

- Contributing to the recruitment, engagement and retention of talent with values alignment, relevant skill and experience.
- Line management of employees ensuring clarity on their role and responsibility, providing end of the line troubleshooting for all issues and maturely and professionally managing any grievances, conflicts and personal issues of your team.
- Performance reviews and management of your team in line with Fighting Chance's HR framework.

#### **Reporting and Compliance**

- Monthly management reporting, and contribution to Board reporting as requested.
- Working within the Fighting Chance Risk Management framework to effectively manage the risks associated with your business unit, and feed into Quarterly Risk Reporting as required.
- Ensuring that all work is conducted within the bounds of the National Disability Insurance Scheme Act (2013) and the NDIS Quality and Safeguards Commission standards, the National Privacy Principles and legislation, and any other relevant areas of compliance.
- Adhering to all health and safety policies and procedures of Fighting Chance and take all reasonable care that your actions or omissions do not impact on the health and safety of others.

#### **Values and Behaviour**

- Promoting and role model appropriate behaviour to support Fighting Chance's culture, performance and brand.
- Actively supporting Fighting Chance's commitment to the principles of diversity, inclusion and EEO.
- Constructively contributing and collaborating with all colleagues.
- Actively demonstrating the organisational values:
  - Our community is built on inclusiveness, equality and empowerment.
  - We approach everything we do with innovation and dynamism.
  - Our social enterprises will always be responsive, sustainable and excellent.
  - Our work will make a contribution and have impact.

<b>Core Competencies</b>	
<b>Qualifications and Experience</b>	<ul style="list-style-type: none"> <li>• A relevant qualification and 8+ years in similar roles.</li> </ul>
<b>Skills and attributes</b>	<ul style="list-style-type: none"> <li>• Demonstrated experience in strategy development and execution.</li> <li>• Skilled leader of multi-disciplinary teams.</li> <li>• Highly developed interpersonal skills with experience influencing and communicating to a wide range of internal and external audiences at all levels.</li> <li>• Strong project management skills and high bandwidth for multitasking.</li> <li>• Highly autonomous, can take initiative and equally take direction where required.</li> <li>• Experience developing and implementing multi-channel marketing and communications across multiple brands.</li> <li>• Desirable - understanding of (and/or experience with) NDIS and working with people with disability.</li> </ul>
<b>Other</b>	<b>Required to:</b> <ul style="list-style-type: none"> <li>• Possess the right to work in Australia.</li> <li>• Travel within Sydney regularly, and occasionally interstate.</li> <li>• Possess a current satisfactory National Police Clearance Certificate and Working With Children Check.</li> </ul>

	<ul style="list-style-type: none"><li>● Possess a current unrestricted NSW driver's license and willingness to use own car for work.</li><li>● Be available and willing to work at events on weekends and evenings on occasion.</li></ul>
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***This job description defines the broad responsibilities of this position which may change based on organisational need.***