

POSITION TITLE:	Communications and Marketing Manager		
REPORTS TO:	Executive Manager People & Culture		
POSITION CLASSIFICATION:	Full Time/Part Time , Fixed term		
AWARD/CERTIFIED AGREEMENT	Social, Community, Home care and Disabilities Award 2010 and CMY Collective Agreement 2015-2018 or any replacement agreement.		
LOCATION:	Carlton	APPROVED BY:	Marissa Phillips
SALARY:	SCHADS Level 7 plus: <ul style="list-style-type: none"> • Access to salary packaging • Superannuation at 9.5% • Annual leave loading • Generous entitlements including cultural leave options and flexible work arrangements 	LAST UPDATED:	April 2021

About CMY

The Centre for Multicultural Youth (CMY) is a not-for-profit organisation based in Victoria, providing specialist knowledge and support to young people from refugee and migrant backgrounds. Our vision is that young people from migrant and refugee backgrounds are connected, empowered and influential Australians. Through a combination of specialist support services, training and consultancy, knowledge sharing and advocacy, we are working to remove the barriers young people face as they make Australia their home.

About the Program Area

CMY's **People and Culture** team provides Human Resources (HR), Administration, IT and Communications support to 140 staff across 10 sites dispersed throughout Victoria. The team ensures that the CMY operations are appropriately resourced, accountable and sustainable and can deliver the best services to our stakeholders.

The **Communications and Marketing** team sits within People and Culture, and develops and delivers a wide range of communications tools, materials and resources on behalf of CMY and its projects and programs.

POSITION SUMMARY:
<p>The Communications and Marketing Manager consults and collaborates closely with the CEO, Executive Team, Senior Managers and program staff across CMY to:</p> <ul style="list-style-type: none"> • Develop, implement and evaluate the organisational communications, and marketing strategy • Drive growth in awareness, engagement and performance across marketing, social media channels and communication • Identify and foster media relationships and political stakeholder opportunities • Develop, implement and evaluate program-specific communications and marketing strategies, in partnership with program teams • Position CMY as a knowledge leader • Lead internal communication strategies • Grow new business by contributing to funding proposals, fundraising strategies/events and advocacy campaigns • Communicate effectively with key stakeholders • Communicate clearly with young people from refugee and migrant backgrounds.

304 Drummond St, Carlton VIC 3054

T (03) 9340 3700 • F (03) 9349 3766 • ABN 82 127 444 713

info@cmymy.net.au • cmymy.net.au

JOB RESPONSIBILITIES:

- Lead the development, implementation and evaluation of CMY communications and marketing strategy in line with organisational Strategic Plan
- Management of a small team of staff
- Advise internal stakeholders on strategic communications, marketing and media plans for individual program areas/teams, and support their delivery
- Project management of all communication and marketing activities to deadline and budget, including:
 - Website development, content management and traffic maximisation
 - High level stakeholder communications
 - All printed collateral, including the Annual Report
 - Media and digital strategy
 - Stakeholder events
- Manage relationships with external providers including web agency, printers, videographers etc
- Identify compelling and newsworthy content for a range of print and digital communications tools
- Develop and maintain relationships with journalists and assist in preparing spokespersons for media interviews
- Consult with the CEO in fostering media and key political relationships
- Consult on the preparation of CEO speeches, presentations and other engagements at various forums
- Monitor and evaluate the effectiveness of media and communications activities, providing regular reports and analytical commentary
- Measure and report performance of all digital and social marketing campaigns
- Oversee, and actively participate in, the development and execution of content, championing evidence-based unbiased information
- Continue to evolve the digital marketing strategy, with the aim of expanding reach and increasing audience engagement
- Development of effective internal communication channels to meet organisational needs
- Support Business Development by contributing to funding proposals and fundraising materials and events
- Be responsible for the consistent organisational 'voice' and CMY branding
- Abide by the policies and procedures of CMY and operate within the Code of Conduct.
- Perform all tasks in line with CMY values of Participation, Diversity and Human Rights.
- Consistent with the strategic directions of CMY carry out all other duties as directed.

The position requires:

- The ability to use initiative, think laterally and strategically, meet deadlines and produce quality outcomes under pressure
- Anticipating problems and taking initiative to implement necessary action to ensure outcomes are achieved within budget and risks are minimised
- Agile project management skills
- An analytical and problem-solving mindset, paying attention to detail
- The ability to work with set KPIs and achieve targets
- A drive for results: makes things happen, proactive and balance "analysis" with "doing"
- Willingness and ability to "roll up the sleeves" and assist to get the work done with a "can do" attitude

- Continuous improvement mindset with the ability to recommend process improvements for efficiency and effectiveness gains
- Commitment to CMY purpose and values.

KEY SELECTION CRITERIA:

1. Strategic thinker with proven ability to consult and collaborate across an organisation with highly developed relationship management and influencing skills
2. Demonstrated exceptional writing skills and capacity to write for diverse audiences including philanthropic and corporate funding partners, government decision makers and young people.
3. Proven leadership skills and ability to manage a high-performing small team.
4. Capability to project-manage concurrent activities on time and to budget.
5. High proficiency in Microsoft Office Suite and Adobe Creative Suite as well as online tools such as MailChimp, Google Analytics, Canva, Survey Monkey, Hootsuite, and Later.

QUALIFICATIONS:

- Communications, Marketing, Public Relations or other relevant tertiary qualification
- At least five years' experience in leading a successful organisational communications and marketing strategy, preferably in the not-for-profit sector.

ADDITIONAL INFORMATION:

- CMY takes Child Safety seriously and short listed candidates are subject to child safety screening and assessment against child safety standards as part of our thorough recruitment process. These include but are not limited to Police Record and Working with Children Checks, and child safety focused referee checks.
- CMY is an Equal Opportunity Employer.
- In the context of Occupational Health and Safety all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OH&S.
- This role at times may require a capacity to work flexible hours.
- A current driver's license is required.

GENERAL REQUIREMENTS:

- Demonstrate CMY values and behaviours Participation, Diversity and Human Rights;
- Comply with the Employee Code of Conduct;
- Comply with CMY policies, procedures and regulations; and
- Consistent with the strategic directions of CMY carry out all other duties as directed.

CMY KEY OBJECTIVES AND ACTION STRATEGIES:

- **My Community**
Young people are *connected, belong and contribute* to their families and the community.
- **My Journey**
Young people are *empowered to access opportunities* and actively shape their own futures.
- **My Voice**
Young people are *understood, accurately represented and influential*.
- **My CMY**
CMY is a strong partner and recognised leader in working with diverse young people.

I have read, understood and approve the above position description:

Executive Manager
Name

Executive Manager Date / /
Signature

I have read, understood and accept the above position description:

Employee Name

Employee Signature Date / /