

## Position Description: Director, Communications & Marketing

<b>Company:</b> Our Watch	<b>Team:</b> Communications & Marketing	<b>Position type:</b> Full Time
<b>Reports to:</b> CEO	<b>Location:</b> Melbourne	

### ORGANISATION CONTEXT

Our Watch is a national leader of primary prevention of violence against women and their children. Our vision is an Australia where women and their children live free from all forms of violence. Our role is to stop violence before it starts.

The Commonwealth and Victorian Governments established Our Watch in June 2013 as an independent not-for-profit company limited by guarantee. All the other states and territory governments have since joined as Members. It is registered with ASIC as the Foundation to Prevent Violence against Women and their Children.

Our Watch is governed by a 10-member Board on behalf of its Members. Our Watch works in partnership with others in the public and private sectors.

Our Watch recognises and values diversity among its staff and strongly encourages suitably qualified people from all backgrounds to apply, especially people who have a strong understanding of intersectionality either by working with diverse population groups or a lived experience.

Our Watch is committed to increasing employment of Aboriginal and Torres Strait Islander people in the organisation. Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply.

### ORGANISATIONAL VALUES

**Collaborative** – We do this work together.

**Optimistic** – We believe that change is possible.

**Authentic** – We stand behind our work.

**Creative** – We are innovative and brave as we create change.

**Inclusive** – We embed a diverse range of perspectives in everything we do.

### POSITION OVERVIEW

The Director, Marketing & Communications (the Director) will be responsible for advancing and ensuring consistent application of Our Watch's communication strategy and the impactful delivery of Our Watch's key messages via all channels including traditional media, digital channels and corporate communications. The Director will also oversee the consistent delivery of established campaigns, digital platforms, events and the ambassador program and manage Our Watch's brand and corporate marketing.

## **PROPOSED DIRECT REPORTS – 3 personnel, 3 FTE (TBC)**

Direct reports could include:

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- Manager Campaign Delivery and Marketing
  - Manager Media and Communications
  - Manager Digital
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## **ACCOUNTABILITIES**

### **Communications and media**

- Lead the development and continuous improvement of the communications strategy and impactful key messages to support delivery of Our Watch's strategic plan
- Develop and consistently implement the annual media and communications plan based on the approved strategy and key messages
- Approve high-quality media releases and social media posts in line with agreed key messages
- Identify emerging media or public relations issues, take action to address the issues and escalate when appropriate to the Chief Executive Officer
- Provide high-level strategic media and communications advice and briefings across the organisation, including issues management
- Represent Our Watch at a senior level in external forums, such as conferences, panel presentations and events

### **Campaigns and digital platforms**

- Lead and oversee consistent delivery of established campaigns and digital platforms
- Ensure all campaign activity is delivered in accordance with Our Watch's campaign management framework and oversee the implementation of individual campaign strategies and plans for established campaigns
- Oversee the development and maintenance of Our Watch's digital presence, including cyclical review of Our Watch websites

### **Marketing and brand management**

- Manage and build the Our Watch brand
- Deliver Our Watch's corporate marketing activities, including events and the ambassador program

### **External stakeholder and relationship management**

- Identify, develop and maintain effective relationships on behalf of the organisation with key stakeholders, including media outlets and senior media professionals, government media advisors, and media and communications professionals in other sector organisations
- Manage relationships with Our Watch member representatives, relevant government departments, project partners and sector stakeholders

## Leadership and Management

- Lead the Communications and Marketing team and the organisation as a member of the Senior Executive Team
- Actively engage with internal stakeholders, working closely with the Chief Executive Officer and other teams in the organisation
- Foster teamwork and an evidence-based culture by working collaboratively and effectively across the organisation
- Ensure the achievement of role deliverables, including reporting to funders, the CEO, Senior Executive Team, and Board'
- Actively develop team members through setting clear role objectives and performance indicators, and providing regular performance planning and appraisal, developmental assignments, coaching and training
- Pursue continuous improvement in the team's functioning and delegate tasks and responsibilities to team members appropriately
- Provide leadership across the organisation and identify and manage risks in accordance with the Risk Management Policy
- Develop and manage the Communication and Marketing team's budget ensuring expenditure does not exceed allocated budget
- Represent Our Watch at a senior level in external forums, such as conferences, panel presentations and events

## SKILLS AND QUALIFICATIONS

- Relevant tertiary qualifications in media, communications, marketing or another related field
- Experience in a leadership role in the government or community sector demonstrating high-level strategic skills
- Marketing and brand management skills
- Demonstrated experience in the delivery of internal and external communication campaigns with strong experience in media engagement
- Demonstrated experience in developing and owning impactful messaging for the public
- Experience in working with Boards and Board sub committees
- Skills in governance and decision-making in politically sensitive environments
- Understanding of intersectionality, and awareness of how systemic inequality impacts on your work

## Application Instructions

To apply - please go to [fisherleadership.com](https://fisherleadership.com) and click on 'APPLY ONLINE' using reference **OUWdmc0921**, addressing your cover letter and resume to David Baber of Fisher Leadership, or call +61 1300 347 437 for further information.

*Please ensure that you receive an email acknowledgement confirming receipt of your application.*

The closing date for applications is **Thursday, 30 September 2021.**