

Director of Brand and Storytelling Good Things Foundation Ltd (Australia) POSITION DESCRIPTION



Job title	Director of Brand and Storytelling
Reports to	Chief Executive Officer
Location	Sydney office, Australia, and flexible locations possible
Leadership of Reviewed	Communications and Engagement Team September 2021
Organisations	<p>Good Things Foundation Australia is a social change organisation focussed on improving people's lives through digital technology. Innovative and ambitious, we are a registered charity in Australia and are part of the Good Things Foundation Group, headquartered in the UK.</p> <p>In the last three years Good Things Foundation Australia has become a leader in the digital inclusion sector in Australia and built a reputation for reliable delivery of Federal Government funding contracts. Having progressed through this start-up phase to secure an additional three years of government funding, the organisation is ready to diversify to expand its reach and impact.</p>
Purpose	<p>This is a newly created role and part of the new executive team reporting directly to the CEO.</p> <p>The Director of Brand and Storytelling will play a key role in the delivery of the Good Things Australia Strategy to raise the profile of digital inclusion in Australia and increase the reach and impact of our work nationally. You will join the organisation at a pivotal time as we embed our established programs and grow our reach and impact to ensure all Australians are digitally connected, confident and capable.</p> <p>As the Director of Brand and Storytelling you will:</p> <ul style="list-style-type: none"> • Lead the development and implementation of a strategic communications strategy to embed Good Things Foundation as a leading voice on digital inclusion and community networked delivery across Australia, telling the story of our impact. • Ensure the development and implementation of successful brand marketing, media and communications plans that increase our profile and strengthen our brand. • Represent the organisation at a senior level, connecting and collaborating with other organisations to raise awareness of digital inclusion, seek support for our advocacy agenda and campaigns • Actively participate as a member of the Good Things Foundation Executive Team. • Ensure that internal communications around brand, values and strategic intent are clear and understood by the whole team. • Be a role model, advocate and lead our culture and values, and inspire and motivate the people around you. • Be accountable for the budget and business targets for the organisation to deliver an ethical and sustainable financial position. • Actively manage risk, in particular reputation risk, ensuring that all risks are understood and mitigated appropriately. • Actively collaborate with the CEO, Group CEO and Group SMT members to increase the reach and impact of Good Things Foundation programs across the globe and

- Lead Group Projects where appropriate.

Key objectives and accountabilities		Key Progress / Performance Measures	Dashboard measures
1. Strategy	<ul style="list-style-type: none"> • Lead the development, implementation and measurement of a Strategic Communications Strategy that raises the positive profile of Good Things Foundation • Lead the review and refresh of the Good Things Foundation Australia Brand • Develop a brand implementation guide/playbook ensuring brand guidelines are met and adhered to 	<ul style="list-style-type: none"> • Strategic Communication Strategy in place • Brand refresh completed 	Media mentions Brand Recognition
2. Brand and Communications Management	<p>Brand Marketing and Communications Strategy</p> <ul style="list-style-type: none"> • Lead the development of a clear brand awareness campaign in line with the Communications Strategy • Develop and lead a media relations and thought leadership strategy to build the profile of Good Things Foundation <p>Operational Communications delivery</p> <ul style="list-style-type: none"> • Lead a clear communications strategy and supporting communications material to build Good Things Foundation's reputation nationally and tell the story of our impact • Ensure the development and implementation of day-to-day event and brand marketing, media and communications plans to raise Good Things Foundation profile and strengthen our brand. • Ensure all external communications such as media releases, digital content, and marketing & advertising material benefit the project and are delivered for maximum effectiveness. • Define and embed Good Things Foundation as a leading voice on digital inclusion and community networked delivery across Australia with clear and consistent messaging and stories of our impact. 	<ul style="list-style-type: none"> • Clear Brand use guidelines in place • Communications materials and content delivered successfully • Maintain a set of key messages • Increased profile of CEO as the brand ambassador 	Brand recognition Stakeholder engagements

	<ul style="list-style-type: none"> • Create and commission content for Good Things' digital channels, and ensure information is accurate and current. • Collaborate with the CEO to develop and implement media and PR strategies to support the Foundation's objectives and build its thought leadership and brand recognition • Identify media training needs of CEO and other key team members, e.g Patrons 		
3. Stakeholder Engagement	Stakeholder Engagement <ul style="list-style-type: none"> • Curate your own professional profile and reputation and leverage this to raise awareness of digital inclusion and Good Things Foundation Australia via contemporary media and social media channels. • Lead engagement with high quality external agencies to support public relations, brand and marketing materials • Develop and manage relationships with Communications leads in key government departments to ensure co-operative working to improve Good Things brand awareness and effectiveness of all project communications. • Build and manage relationships with the media and influencers, working with key PR support agencies • Build and manage relationships with Patrons and develop clear plans to support their engagement with Good Things Foundation through thought leadership to further our Agenda. Advocacy <ul style="list-style-type: none"> • Support the CEO to develop an Advocacy agenda to shape government policy and lead relationship management with key Ministers, senior public servants, and other decision makers to raise our profile and secure future funding. 	Stakeholder Engagement <ul style="list-style-type: none"> • Patron engagement plan in place • Strategic Advocacy Plan in place 	Stakeholder approaches

<p>3. Empowering People and developing culture</p>	<p>Performance</p> <ul style="list-style-type: none"> Empower and effectively manage the Brand and Storytelling team and implement mechanisms to monitor success of delegated functions. Ensure the fair and effective management of Comms and Engagement Team through ongoing participation performance and learning reviews and providing constructive and timely feedback and personal and professional development opportunities for team members. <p>Culture</p> <ul style="list-style-type: none"> Lead and promote a positive, respectful, and high-performing workplace culture among Good Things team members that reflects our behaviours/values. <p>Internal Communications</p> <ul style="list-style-type: none"> Participate in development and delivery of an engaging internal communications strategy to grow employee engagement and retention. 	<p>Performance</p> <ul style="list-style-type: none"> Evidence of completed performance reviews for direct line reports with agreed development plans. <p>Culture</p> <ul style="list-style-type: none"> Annual Staff Engagement Survey with equal to or better than industry benchmarks 	<p>HR metrics</p>
<p>4. Operational and Financial Management</p>	<p>Operational Management</p> <ul style="list-style-type: none"> Ensure operational policies (like social media policy), procedures, guidelines are in place to manage the Communications function and support efficient and effective delivery Seek opportunities to drive continuous improvement and innovation in operational delivery, embedding this focus into workplace process and culture. <p>Financial Management</p> <ul style="list-style-type: none"> Ensure strategic financial planning and forecasting occurs in line with strategic plan and growth projections. Support the development of annual budgets Oversee the preparation and accurate monthly and annual financial management reports, annual accounts, and preparation for audit. Ensure clear adherence to the organisation's day-to-day financial management practices. <p>Risk Management</p>	<p>Operational Management</p> <ul style="list-style-type: none"> Comms performance targets are met <p>Financial Management</p> <ul style="list-style-type: none"> Annual Mar/Comms Budget in place 	<p>All Finance balanced scorecard metrics met</p>

	<ul style="list-style-type: none"> Identify significant risks to the Foundation's reputation and recommend mitigating strategies. Develop a crisis communications plan 	
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Person Specification

Essential Knowledge Skills and Experience	<ul style="list-style-type: none"> Minimum 10 years' experience developing and leading strategic and operational communications and advocacy plans Minimum 10 years' experience effectively leading, directing, and motivating teams in communications and or brand. Demonstrated experience influencing senior stakeholders and government policy at a national, state and/or local level. Demonstrated experience leading organisations to deliver high quality programs that deliver positive social impact Adept at fostering effective, multifaceted strategies and stakeholder relationships that build brand and positive reputation. Demonstrated experience in delivering impactful presentations and as a media spokesperson Commitment to social justice and the pursuit of positive social impact
Desirable Knowledge and skills	<ul style="list-style-type: none"> Experience working to address social inequality; understanding of the issues of digital literacy and digital inclusion.
Behaviours	<p>Commitment to ongoing growth and development and aligned to our behaviours of:</p> <ul style="list-style-type: none"> Positive Creative People Focused Curious Collaborative
Education and qualifications	<ul style="list-style-type: none"> Relevant tertiary degree or equivalent experience. Management qualification or equivalent desirable.