

Position Description

Position title:	Dolly's Dream Communications Manager
Team:	Dolly's Dream
Reports to:	General Manager Dolly's Dream
Job type:	Full time
Date:	13 January 2022

About the Alannah & Madeline Foundation

The Alannah & Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged six and three, who were tragically killed with their mother and 32 others at Port Arthur, Tasmania, on 28 April 1996. In memory of his daughters, Walter Mikac AM and a small group of volunteers set up the Foundation with the belief that all children should have a safe and happy childhood without being subjected to violence. The then Prime Minister launched the Foundation on 30 April 1997.

The Foundation:

- identifies issues that adversely affect the wellbeing of children; we work to help them recover and protect them from bullying and violence
- works across the spectrum of prevention and care to deliver state-of-the-art, evidence-based programs and products
- works with the best minds to identify and reduce significant threats to children's safety through innovation and partnerships
- speaks out on the need for systemic change to build a supportive and safe society.

The Foundation also supports Dolly's Dream, which is committed to changing the culture of bullying by addressing the impact of bullying, anxiety, depression and youth suicide, through education and direct support to young people and families.

Our organisation is committed to child safety and our Child Safe Policy outlines our safe practices for children.

Our values are:

- Act with Courage
- Stronger Together
- Be Curious
- Accountability Matters
- Always with Empathy.

Position Description cont.

Position in Context

Dolly's Dream was set up in memory of Dolly Everett, aged 14, who took her own life after an extended period of bullying and cyber bullying. Dolly left behind her parents Tick and Kate and her sister Meg, who are now focused on using the funds that have been kindly donated by the community to help prevent other families from going through the same devastating experience.

The Dolly's Dream Communications Manager reports to the General Manager of Dolly's Dream and works closely with the broader AMF development and communications team.

This role is formally based in South Melbourne. At the Foundation we work in a flexible way: how and where you work is discussed with each staff member based on individual circumstances and business needs.

Major Job Responsibilities

- Develop and implement a comprehensive multi-channel communication strategy for Dolly's Dream.
- Plan and write compelling content for diverse communications, marketing channels and audiences across web, email campaigns, fundraising campaigns and events, direct mail, internal and external newsletters, case studies, and social media
- Develop and implement an engaging social media calendar that promotes our work, including posting, scheduling and monitoring of Dolly's Dream social media accounts
- Maintain and consistently review the Dolly's Dream website, including uploading new content and revising existing content
- Work closely with other members of the Development & Communications team to ensure alignment and integration of content, campaigns, and projects.
- Manage marketing, communications and campaign plans for program delivery and fundraising activities and events.
- Coordinate the development and delivery of Dolly's Dream graphic design requirements, including some design and production of print and digital content.
- Manage the ongoing development and implementation of the Dolly's Dream brand and associated guidelines including the suite of Dolly's Dream branded assets including logos, templates and photography
- Work closely with the Dolly's Dream Fundraising & Partnerships Manager to plan, write and develop engaging content and campaign plans for fundraising activities and events including the national Do It For Dolly Day campaign.
- Produce regular reporting and analysis to inform ongoing social media, marketing and media strategies.
- Develop long-term relationships with key internal and external stakeholders and organisations.
- Contribute positively to the Foundation's culture through developing and maintaining collaborative relationship with colleagues
- Other tasks as required and as directed by the General Manager, Dolly's Dream, Deputy CEO or Executive Leadership Team.

Knowledge, Experience & Requirements

- Minimum 5 years' experience in a related role, and relevant qualifications or work experience in communication, marketing, or related field.
- Experience working in or with the rural, regional and remote sector

Position Description cont.

- Proven ability to develop, execute and review comprehensive communications and marketing plans in line with an organisation's strategic goals, mission, vision and core values
- High level project management skills with the ability to be both strategic and operational
- Demonstrated experience creating content for marketing collateral and digital channels including web, email, and social media, along with demonstrated experience in optimising content for SEO and tracking performance through analytics
- Highly developed written and verbal communication skills with the proven ability to write compelling and engaging content for campaigns and communication projects.
- Ability to establish professional strategic relationships with internal and external stakeholders
- Strong attention to detail and high level of accuracy
- The ability to work autonomously with limited direction in an environment with time pressures and multiple priorities.
- Demonstrated experience in all social media management and developing innovative campaigns and measuring their effectiveness
- Demonstrated experience in the use of a CMS (such as WordPress) for web editing, Adobe Creative Suite and online platforms such as MailChimp and Hootsuite.
- A current driver's licence with a willingness and ability to use own vehicle (appropriate reimbursement of expenses provided).
- A commitment to work outside standard office hours for key events if required.
- A Working with Children Check and police check.