

POSITION DESCRIPTION

Job Title:	National Communications and Advocacy Manager
Classification	
Business Unit:	Communications and Marketing
Reports To:	Director – Prevention and Marketing
Direct Reports:	
Location	Surrey Hills VIC - Flexibility to be negotiated with successful candidate
Hours	Full time (negotiable)
Date Updated:	January 2022

About Red Nose

Red Nose is a not for profit organisation working to save little lives through research and education and support families impacted by the death of a baby or child during pregnancy, infancy and early childhood.

The Communications and Advocacy team have overarching responsibility for leading development and delivery of our brand, communications and advocacy strategies as well as overseeing the development of new and emerging campaigns that will support the organisational vision. This team also contributes to the organisational mission and vision through ensuring easy access to safe sleep, safer pregnancy and best practice bereavement education across Australia.

Position Purpose

Red Nose prides itself on being a learning organisation, working hard to ensure that our own staff and volunteers have access to the best available evidence-based information and resources upon which to share with others including new parents, child care workers and health professionals.

The National Communications and Advocacy Manager is a key leadership role within the Education, Advocacy & Communications Team and is responsible for building positive brand and key issue awareness, aiming to achieve increased impact and influence.

The role will develop and implement an effective communications and digital engagement strategy, provide strategic communications advice, and develop influential advocacy campaigns for Red Nose.

Working closely with the Director and Leadership Team, the role is responsible for achieving our communications and brand objectives, supporting the achievement of our fundraising and community engagement objectives and leading delivery of our advocacy campaigns through compelling communications and storytelling.

Key Internal Relationships

- Communication and Advocacy Team
- Executive Team
- Program Managers across Red Nose

Key External Relationships

- Key industry stakeholders
- Service suppliers
- Media organisations

Key Tasks

- Develop and implement an overarching communications strategy to increase the impact and influence of Red Nose.
- Demonstrated experience in promoting an organisation and managing reputation through effective media relations
- Establish the advocacy function within the organisation, develop and deliver the advocacy action plan

- Assist in communication activity evaluation including data collection and evaluation processes
- Create impactful reports and communicate evaluation of advocacy and communications to relevant stakeholders
- Amplify our advocacy voice using various channels
- Drive and lead the development, implementation of a suitable website
- Oversee the implementation of an integrated digital engagement strategy to increase the reach and impact of digital channels (social and web) to drive increased revenue and engagement.
- Support the development of an ambassador program to recruit and retain high profile ambassadors and influencers to drive increased awareness and reach for Red Nose.
- Support the development and execution of marketing and communication plans for all Red Nose business units including Fundraising, Education, Grief and Loss, Community Engagement and Clothing Collections.
- Manage internal and external stakeholders in regard to communications and advocacy
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Contribute to the development of an excellent high performing team culture.
- Comply with OH&S requirements.

Experience & Qualifications

Essential	<ul style="list-style-type: none"> • Minimum five years' experience in corporate communications, strategic marketing or campaign management. • Excellent writing and editing skills with strong attention to detail and the ability to write effectively for different audiences and channels. • Demonstrated advocacy campaign management experience including proven ability to develop and execute multi-channel content strategies to improve engagement and impact discussion. • Demonstrated leadership and staff supervision skills, and the ability to manage a small but high performing team to achieve objectives. • Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines. • Experience developing and delivering an internal communications program
Desirable	<ul style="list-style-type: none"> • Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.

Skills & Technical Expertise

Essential	<ul style="list-style-type: none"> • Able to distil complex health issues into easily understandable ideas, concepts, communications. • Strong understanding of digital communication channels across social, search, email, and web. • Ability to build capability and expertise in advocacy and create a shared understanding of advocacy • Knowledge of contemporary media and communications mediums and an ability to apply this knowledge to complex issues and a diverse audience • Ability to write a position paper for an issue that can influence opinion • Understand the process to amplify Red Nose's voice on an opinion • Ability to create stakeholder partnerships to support advocacy campaigns • Proven ability to craft compelling stories and content. • Proficient at Microsoft Office and report development • Excellent time management skills, able to be flexible and manage competing priorities
Personal Attributes	
Essential	<ul style="list-style-type: none"> • Creative flare and a passion for storytelling. • High level of personal accountability, self-initiative and drive • Results driven

	<ul style="list-style-type: none"> • Ability to think creatively and to contribute innovative new ideas • Empathy, diplomacy and tact and ability to sensitively hold space for bereaved families.
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Quality, Safety and Improvement	
	<p>Red Nose employees have a responsibility and accountability to contribute to the organisation's commitment to Quality, Safety and Improvement by:</p> <ul style="list-style-type: none"> • Acting in accordance and complying with all relevant Safety and Quality policies and procedures; • Identifying risks, reporting and being actively involved in risk mitigation strategies; and • Participating in and actively contributing to quality improvement programs • Complying with all relevant clinical and/or competency standards.

Checks – employment subject to:	
Essential	<ul style="list-style-type: none"> • National Police Check

Authorisation	
Position authorised by: Director – Prevention and Marketing	
Employee signature: _____	
Date: ____ / ____ / ____	