

## POSITION DESCRIPTION

General Information:	
<b>Position Title:</b>	Group Manager, Communications
<b>Incumbent:</b>	
<b>Function &amp; Team/Program:</b>	Fundraising and Communications
<b>Location(s):</b>	National Office, Sydney (or hybrid)
<b>Manager's Position Title:</b>	Head of Fundraising
<b>Manager's Name:</b>	Jo Watson
<b>Date Prepared:</b>	2 April 2025
<b>Prepared By:</b>	Jo Watson
<b>Approved By:</b>	

Primary Purpose of this Position ( <i>In one sentence - why does the role exist?</i> )
<p>To lead and deliver integrated organisational communications that steward and evolve The Smith Family's brand, manage brand and reputational risk, drive awareness and consideration, support advocacy goals and internal communications, and contribute to fundraising outcomes.</p> <p>This role will drive the overall communications and media strategy, oversee brand strategy, media relations, and internal communications, positioning The Smith Family's CEO and leadership as visible and credible voices, its work as trustworthy, vital and effective, and embedding consistent messaging and brand use across the organisation and among external stakeholders as required.</p>

Scope:	
Direct Reports to this Position	Indirect Reports
By Position Title	Total Number
<ul style="list-style-type: none"> <li>Manager, Media &amp; Advocacy,</li> <li>National Manager, Communications &amp; Brand</li> </ul>	<ul style="list-style-type: none"> <li>Media Advisors x Senior 2</li> <li>Media Advisor</li> <li>Advocacy Communications Specialist</li> <li>Senior Communications Advisor</li> <li>Communications Coordinator,</li> <li>SmithNet Manager, Technical Lead</li> <li>Content Strategist</li> </ul>
Financial Dimensions controlled by this Position ( <i>Include key financial metrics such as revenue growth, income &amp; expense budget, etc</i> )	
Direct control	Indirect control
<ul style="list-style-type: none"> <li>Annual Budget of <ul style="list-style-type: none"> <li>budgeting &amp; forecasting,</li> <li>budget variance &amp; operating costs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Functional team production budgets</li> </ul>
Other Dimensions of this Position	
<p>e.g. Number of programs, site responsibility, geographic spread of team</p> <ul style="list-style-type: none"> <li>Brand Management and Identity, focuses on building and protecting The Smith Family's brand.</li> <li>Proactively managing and protecting The Smith Family's reputation, including handling public inquiries and issues that may arise.</li> </ul>	

<b>Setting Priorities (<i>how is work prioritised</i>)</b>	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily, Weekly, Quarterly & Yearly
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Daily, Weekly, Quarterly & Yearly

<b>Key Relationships (<i>Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with</i>)</b>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• CEO, Executive Team and Senior Leadership Team</li> <li>• Board Members</li> <li>• General Managers, Group Managers, National Managers and Managers across The Smith Family</li> <li>• Group Manager, Agile Delivery</li> <li>• Group Manager, Digital and Transformation Strategy</li> <li>• Group Manager, Data and AI</li> <li>• Group Manager Philanthropy</li> <li>• Group Manager, Individual Giving</li> <li>• People and Culture</li> <li>• Finance</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>•</li> </ul>

<b>Key Decision Making in this Role: (<i>What are the key decisions and recommendations made in this role?</i>)</b>
<p>Decisions Expected</p> <ul style="list-style-type: none"> <li>• Identifying and preparing the most suitable internal experts, such as the CEO or Head of Functions, to act as media spokespeople and thought leaders.</li> <li>• Selecting the most effective communication channels (e.g., social media, traditional media, email campaigns, podcasts) for different campaigns and audiences.</li> <li>• Determine frequency, format, and content of internal communications to ensure team members are informed and motivated.</li> </ul>
<p>Recommendations Expected</p> <ul style="list-style-type: none"> <li>• Recommending an overarching communications strategy that aligns with The Smith Family's mission, OKRs and goals for the coming year.</li> <li>• Provide advice to the Executive Team related to key messages, tone of voice, and visual identity to ensure it resonates with stakeholders and stands out from competitors.</li> <li>• Advise the Executive Team on immediate and long-term response to a reputational crisis, Crises Communications Plan.</li> <li>• Recommend strategy for engaging with key external stakeholders, including government officials, donors, and corporate partners.</li> </ul>

#### **Every Team Member at The Smith Family:**

- Is expected to uphold The Smith Family Values and Culture.
- Understands and complies with the Child Protection Framework.
- Takes reasonable care for the health and safety of themselves and others.
- Understands and comply with the Workplace, Health and Safety Systems.
- Reports hazards and incidents and participates in risk management as required.

#### **Key Responsibilities / Accountabilities:**

<b>Major Area:</b>	<b>Brand Leadership and Stewardship</b>	<b>% of Job Total: 20%</b>
Uplifting brand capability across the organisation through systems, training and tools		
Supporting Senior Leaders to influence, engage and enhance their performance through communications		
Responsible for increasing brand consistency measures across teams within the organisation		
Accountable for increasing media coverage related to volume, reach and sentiment, which support brand messaging, and align to organisational strategy		
Empowering team members through effective, engaging internal communications		
<b>Major Area:</b>	<b>Media, PR and Organisational Visibility</b>	<b>% of Job Total: 30%</b>
Responsible for raising the visibility of issues affecting the educational outcomes of children experiencing disadvantage		
Identify initiatives and strategies to increase awareness and consideration among target audiences to support fundraising		
Responsible for the development and implementation of frameworks that supports and enhance organisational communications and brand effectiveness		
Identifying initiatives and strategies to support and improve advocacy goals that positions The Smith Family as a sector leader		
<b>Major Area:</b>	<b>Thought Leadership &amp; Advocacy Communications</b>	<b>% of Job Total: 20%</b>
Develop and implement a comprehensive thought leadership and advocacy communications strategy that aligns with the organization's mission and strategic goals		
Identify key issues, policy debates, and research areas where the organisation can be a leading voice in Australia, position the CEO and Executive Team as credible experts and spokespersons on these issues		
Advise the executive team and on media and public affairs matters, managing reputational risks and opportunities.		
Establish Executive and thought leadership visibility metrics		
Develop and implement strategies to support, improve and enrich advocacy communication outputs through identified qualitative influence indicators		
<b>Major Area:</b>	<b>Internal and External Strategic Communications</b>	<b>% of Job Total: 20%</b>
Develop and implement an aligned strategy to effectively support The Smith Family's fundraising objectives that measure, enhance and enrich brand storytelling and audience engagement, and deliver stronger outcomes across brand, media, and internal communications.		
Identify initiatives and strategies to improve engagement rates on internal communications channels		
Research and review brand attribute awareness and favorability (via tracking studies)		
<b>Major Area:</b>	<b>Performance, Engagement, Insight and Integration</b>	<b>% of Job Total: 20%</b>
Define, track, and report on key performance indicators (KPIs) for all communication channels.		
Ensure all communication aligns with the organisation's brand guidelines, tone of voice, and core mission.		

<b>Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)</b>		
<ul style="list-style-type: none"> <li>• Driving consistent brand use, fidelity and confidence across a complex, decentralised organisation</li> <li>• Balancing executive visibility, enabling achievement of organisational strategy goals from fundraising and advocacy through to internal team member engagement</li> <li>• Leading with influence in a matrixed environment</li> <li>• Integrating communications, digital and marketing for cohesive storytelling</li> <li>• Uplifting performance, insight use and accountability across the function</li> </ul>		
<b>Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)</b>		
<b>Education / Qualifications / Memberships:</b>	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Tertiary qualification in Communications, Journalism, Marketing or a related field</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Experience:</b>	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>• Minimum 10 years' senior-level experience in communications and/or marketing, with demonstrated success in brand management, PR/media and strategic communications</li> </ul>	<ul style="list-style-type: none"> <li>• Experience using brand tracking, audience insights and data to inform strategy and performance</li> <li>• Familiarity with not-for-profit, advocacy or education-related sectors</li> <li>• Experience in change communication or internal communications in large, decentralised organisations</li> <li>• Experience in managing executive visibility and delivering communications that elevate leadership profile</li> <li>• Familiarity with crisis communications protocols and readiness</li> </ul>
<b>Skills &amp;</b>	<b>Essential</b>	<b>Desirable</b>

<b>Competencies:</b>	<ul style="list-style-type: none"> <li>• Strong brand leadership skills, with expertise developing brands, and embedding brand strategy, tone, and tools organisation-wide, for internal and external application</li> <li>• Proven ability to coach and develop talent, and lead high-performing teams and manage competing priorities across cross-functional and matrixed environments</li> <li>• Strategic thinking skills with the ability to align communications to broader organisational priorities and influence executive messaging</li> <li>• Strong influencing and stakeholder engagement skills, including working with executives and with leaders and team members in cross-organisational teams</li> <li>• Experience in successful management of media relations and issues/crisis communications</li> <li>• Excellent written and verbal communication skills, including experience developing messaging for sensitive issues laden internal communications and advocacy and thought leadership</li> <li>• Curiosity and a strong awareness of key societal trends and stories in the news cycle</li> </ul>	<ul style="list-style-type: none"> <li>• Growth mindset and coaching orientation, with a focus on capability-building and continuous improvement</li> <li>• Comfort working with agile, cross-functional teams to deliver outcomes</li> </ul>
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