

## POSITION DESCRIPTION

General Information:	
<b>Position Title:</b>	National Manager, Communications and Brand
<b>Incumbent:</b>	Vacant
<b>Function &amp; Team/Program:</b>	Communications
<b>Location(s):</b>	National Office, Sydney
<b>Manager's Position Title:</b>	Group Manager, Communications
<b>Manager's Name:</b>	Caelin O'Brien
<b>Date Prepared:</b>	November 2025
<b>Prepared By:</b>	Caelin O'Brien
<b>Approved By:</b>	Jo Watson

Primary Purpose of this Position ( <i>In one sentence - why does the role exist?</i> )
<p>The National Manager, Communications and Brand (NMCB) has overall responsibility for managing and delivering a range of communications functions for The Smith Family. As the leader of a small team, this role will be required to balance leadership and oversight of deliverables with providing hands-on support to their team and broader Communications Team.</p> <p>This role will drive and deliver strategies for internal and external brand and communications, staff engagement, and social media. The role is vital to 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 as required by the Executive.</p>

Scope:	
Direct Reports to this Position	Indirect Reports
By Position Title	Total Number
<ul style="list-style-type: none"> <li>Senior Communications Advisor</li> <li>SmithNet Manager/ Internal Comms Advisor</li> <li>Social Media Content Strategist</li> </ul>	Nil
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>Communications Team Budget</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
Other Dimensions of this Position	
e.g. Number of programs, site responsibility, geographic spread of team	

Setting Priorities ( <i>how is work prioritised</i> )

How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily – according to KPIs, plan, strategies and processes established together with managers and stakeholders.
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Weekly

<b>Key Relationships</b> <i>(Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)</i>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Head of Fundraising &amp; Communications</li> <li>• Head of Research and Advocacy</li> <li>• Group Manager, Communications (Line Manager)</li> <li>• Group Managers in Fundraising team</li> <li>• Manager Media and Advocacy</li> <li>• Communications Team</li> <li>• Digital Marketing Manager</li> <li>• Appeals and Acquisitions Manager</li> <li>• All The Smith Family teams and Senior Leaders</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Digital agencies</li> <li>• Creative agencies</li> <li>• Market research agencies</li> <li>• Media service contractors/providers</li> <li>• Production companies</li> <li>• Freelance writers, editors, and designers</li> </ul>

<b>Key Decision Making in this Role:</b> <i>(What are the key decisions and recommendations made in this role?)</i>
<p>Decisions Expected</p> <ul style="list-style-type: none"> <li>• Strategies for effective content publication and distribution</li> <li>• Appropriate look, tone and style of communications which reflects Smith Family brand across all channels and formats</li> <li>• Internal team training, communications skills and coaching needs</li> <li>• Daily management of channels under the control of the role</li> <li>• Management of workflows and processes to meet deadlines</li> <li>• Identification and use of suppliers and vendors and cost implications</li> <li>• Budgetary expenditure up to approved amount</li> </ul>
<p>Recommendations Expected</p> <ul style="list-style-type: none"> <li>• Strategy development and plans outlining proposed communications support for key organisational activities</li> <li>• Content management systems and processes</li> <li>• Solutions for issues relating to brand reputation management in social media</li> <li>• KPIs, metrics, evaluation and reporting of activities</li> <li>• Budget allocations</li> <li>• Development of and oversight of adherence to TSF policies and guidelines relevant to role of the Communications Team.</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 complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

<b>Key Responsibilities / Accountabilities:</b>	
<b>Major Area: Strategy implementation &amp; evaluation</b>	<b>% of Job Total: 30%</b>

Lead the planning, design and implementation of integrated brand and communications strategies, including internal communications and social media
Lead internal communications strategy and delivery, including oversight of our intranet (SmithNet)
Oversee non-fundraising social media strategy and activity, managing brand and engagement risk
Provide expert communications advice to executive leadership team, including support for organisational change and crisis incidents
Develop, manage and report on communications metrics, brand health tracking and performance insights
Manage agency and supplier relationships to deliver quality, cost effective outcomes
Lead, coach and develop communications team, fostering collaboration, capability and accountability
Manage Communications team budget
<b>Major Area: Strategy, Guideline &amp; Process development</b> <span style="float: right;"><b>% of Job Total: 20%</b></span>
Integral contributor and decision maker for Communications Team and brand strategy development to achieve TSF organisational strategy objectives
Handle and or contribute advice and support for communications strategies and messaging for critical incidents
Develop, review and maintain communications planning and strategy documents e.g. cross-team Content Strategy, Communications Calendar and Content Plan and ensure visibility among stakeholders
Oversee and review policies to maintain their applicability e.g. brand and social media policies.
Oversee Digital asset management libraries to facilitate and enable team member access to ongoing latest content
<b>Major Area: People Management</b> <span style="float: right;"><b>% of Job Total: 30%</b></span>
Provide overall leadership for the team ensuring the achievement of Functional Plan objectives and Performance Development Agreement KPIs.
Manage performance through regular one on one meetings; giving and receiving feedback; acknowledging achievements and conducting formal and informal performance and development reviews and planning discussions
Recruit and ensure induction of new team members
Develop team member/s capability
Oversee change and organisational communications through the team
Oversee and facilitate workflows; identify daily, weekly, monthly and annual priorities and manage achievement of KPIs
Maintain a safe and functional and compliant workplace by ensuring adherence to Work, Health and Safety, Child Safeguarding, Cyber, Code of Conduct, Modern Slavery and all other relevant policies and procedures and relevant legislation
<b>Major Area: Budget management &amp; reporting</b> <span style="float: right;"><b>% of Job Total: 5%</b></span>
Develop and manage the communications budget and report on expenditure
Provide budgetary recommendations and ROI analyses
Oversee the mid-year budget review and the EOFY accruals process
Oversee invoice payment process for the team
Track expenditure and reconcile accounts monthly
<b>Major Area: Analysis, evaluation &amp; research</b> <span style="float: right;"><b>% of Job Total: 15%</b></span>
Responsible for brand health and tracking
Contribute to knowledgebase about new research to improve and strengthen TSF brand work
Identify ideas and establish projects to improve TSF communications
Nominate, manage and monitor agencies providing research services and ensure research meets brand and communication objectives
Analyse metrics and results for insights; apply insights and learnings to strengthen future communications and brand activity;
Oversee reporting, metrics and results

**Key Challenges in Achieving Goal(s):** *(What are the key challenges faced by this role in meeting goals/objectives)*

- Building a comprehensive understanding of a range of Smith Family audiences, customer journey needs and their content preferences
- Multiple stakeholders internally and externally
- The Communications team is a service team, and not all teams plan their work with communications team needs in mind
- Increasing brand awareness and knowledge by key audiences of the organisation's value proposition;
- Ensuring content moves TSF brand position and achieves significant shift in messaging to reflect this positioning
- Timely development and production of messaging and collateral
- Ensuring staff in all TSF teams are supported by Communications equitably
- Cost effective implementation of collateral and delivery to budget
- Working in a resource constrained environment whilst delivering outstanding results
- Managing organisational change within team and supporting organisation-wide change communications

**Qualifications, Experience and Competencies:** *(What background, knowledge, experience or competencies are required to perform the role at the expected level?)*

	Essential	Desirable
<b>Education / Qualifications / Memberships:</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification in Communications, Marketing or a related discipline, or equivalent experience</li> </ul>	<ul style="list-style-type: none"> <li>• At least 10 years' experience in communications and brand management at a senior level</li> </ul>
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• Extensive experience (10+ years) in communications and brand roles, including leadership experience</li> <li>• Demonstrated expertise across internal communications, brand management and social media channels</li> <li>• Strong experience advising senior leaders and supporting organisation wide initiatives and change</li> <li>• Proven ability to lead and develop high performing teams</li> <li>• Experience managing agencies, suppliers and budgets</li> <li>• Strong analytical skills, including use of metrics and insights to inform decision making</li> <li>• Excellent written and verbal communication skills</li> <li>• Ability to balance leadership responsibilities with hands on deliverables.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in the not-for-profit, education or social impact sectors is highly desirable</li> <li>• A strong interest in the not-for-profit sector, particularly education and social</li> <li>• Change management project experience</li> <li>• Proven project management experience</li> </ul>
<b>Competencies:</b>	<ul style="list-style-type: none"> <li>• Highly advance communications across traditional and digital formats.</li> <li>• Project Management skills</li> <li>• ROI analysis and reporting skills</li> <li>• Influencing skills</li> <li>• People development skills</li> <li>• Ability to demonstrate initiative, work under pressure and deliver to timelines.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to work in a resource constrained environment</li> <li>• Interpersonal skills – ability to interact at all levels</li> <li>• Ability to problem solve</li> <li>• Independent and autonomous worker with “can do” attitude</li> <li>• Presentation skills</li> <li>• Flexible, adaptable mindset</li> </ul>