

POSITION DESCRIPTION

General Information	
Position Title:	Philanthropy Communications Manager (mat leave cover)
Incumbent:	Ellen Stay
Function & Team/Program:	Philanthropy
Location(s):	Melbourne or Sydney
Manager's Position Title:	National Manager, Philanthropy Communications
Manager's Name:	Victoria Sichler
Date Prepared:	19 March 2026
Prepared By:	Victoria Sichler
Approved By:	Jasmine Edwards

Primary Purpose of this Position (*In one sentence - why does the role exist?*)

The Philanthropy Communications Manager helps drive the effective development and delivery of marketing and communications activity and materials to support Philanthropy events, and the acquisition and retention of corporate partners, major donors, and trusts and foundations. The role manages at least one Communications Specialist and has a high level of internal and external stakeholder engagement.

Scope

Direct Reports to this Position By Position Title	Indirect Reports Total Number
Philanthropy Communications Specialist x 1	Nil
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
n/a	n/a

Other Dimensions of this Position

- Accountable to the National Manager, Philanthropy Communications, who helps prioritise workload in relation to team servicing.
- Liaison with all Philanthropy teams (Corporate Partnerships, Major Donors, Trusts & Foundations, Events) and the Comms team.
- Team members and stakeholders are located nationally; some travel may be required.

Setting Priorities (How is work prioritised?)

How often does employee prioritise their own work? E.g. Daily, weekly, monthly, annually, other	Daily – according to projects and processes established together with manager and internal stakeholders.
How often does employee determine the priorities of others? E.g. Daily, weekly, monthly, annually, other	Daily – according to Philanthropy Comms team processes, schedule of work and KPIs.

Key Relationships (Who does the role interact with?)	
Internal	<ul style="list-style-type: none"> • National Manager, Philanthropy Communications • Other Philanthropy Comms Managers • Philanthropy Communications Specialists • Philanthropy Group Manager • National Manager, Corporate Partnerships • Senior Partnership Manager, Corporate Partnerships • Senior Partnership Development Manager, Corporate Partnerships • Senior Manager, Corporate Projects, Insights and Engagement • National Manager, Major Donors • National Manager, Trusts & Foundations • Senior Events Manager • All Partnership Managers, Relationship Managers and Partnership Development Managers • Head of Fundraising & Communications • Communications Team • Marketing Team • Executive Team
External	<ul style="list-style-type: none"> • Corporate partners • Agencies and suppliers – creative agencies, designers, videographers, photographers • Production companies and printers

Key Decision Making in this Role (What are the key decisions and recommendations made in this role?)
<p>Decisions expected, made in collaboration with the National Manager, Philanthropy Communications Manager and other relevant managers where directed:</p> <ul style="list-style-type: none"> • Contribute to communications strategy for the Philanthropy team to support income growth, acquisition, and retention. • Help develop and refine communications processes for the Philanthropy team. • Assist with creating collateral and templates to support the Philanthropy team, ensuring appropriate look, tone and language, reflecting The Smith Family’s brand and Philanthropy’s Value Proposition on all channels, in all mediums and formats. • Ensure the appropriate written and visual representation of The Smith Family brand on materials produced by corporate partners and philanthropy donors. • Manage workflows, scheduling and prioritisation of communications production and updates. • Complete inductions, and provide training and coaching for Philanthropy Communications team members, and the wider Philanthropy team on all things related to Communications. • Identify brand or reputation risks in partner/donor materials and make manager or Communications team aware, in line with agreed approval processes.
<p>Recommendations expected:</p> <ul style="list-style-type: none"> • Effective use of The Smith Family’s brand in creating marketing and communications materials. • Effective use of Philanthropy Value proposition and supporting messaging and templates. • Recommendations for appropriate marketing communications and promotional materials and activities in response to briefs. • Suggestions on how to eliminate or minimise brand or reputation risks in partner/donor materials. • Effective logo use.

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.

Key Responsibilities / Accountabilities	
Major Area: Team Management and development	% of Job: 35%
<ul style="list-style-type: none"> • Manage and develop Communications Specialists to maximise productivity and effectiveness while ensuring they are supported and have clear priorities. • Manage team member's performance through regular one-on-one meetings, giving and receiving feedback, recognising, and rewarding achievements, and conducting formal and informal performance and development reviews and planning discussions. • Effectively recruit and induct new team members. • Oversee and facilitate workflows; identify priorities and manage the achievement of team KPIs. • Maintain a safe workplace by ensuring adherence to Work, Health and Safety policies and procedures and relevant legislation. • Ensure compliance with all relevant organisational policies and procedures. 	
Major Area: Copywriting and content creation	% of Job: 30%
<ul style="list-style-type: none"> • Write, edit, and proofread copy for a diverse range of communications/marketing material to enable the Philanthropy team to achieve their communication objectives. • Ensure that the content you and your team write, edit, and proofread is consistent with the Philanthropy Team's Value Proposition and supporting messaging matrix and related writing guidelines, ensuring accurate and factual representation of The Smith Family's work. • Help create and source student, family, and supporter stories for a range of Philanthropy communications materials, which bring together copy, first-person testimonies and imagery, ensuring relevant permissions are in place. • Manage the creation and distribution of retention comms for all Philanthropy supporters. 	
Major Area: Process development and implementation	% of Job: 5%
<ul style="list-style-type: none"> • Assist the National Manager, Philanthropy Communications to develop internal processes and procedures that maximise internal efficiency and productivity. 	
Major Area: Communication projects, including collateral development and approvals	% of Job: 30%
<ul style="list-style-type: none"> • Liaise with internal teams and external stakeholders to ensure effective rollout. • Manage workflows to ensure timely turnaround. • Develop and implement marketing communications materials that position and profile The Smith Family effectively, are audience-tailored, maintain brand integrity and support income growth, acquisition, and retention for Philanthropy segments. • Ensure all communications materials (including partner materials) reflect The Smith Family's brand guidelines, messaging and other relevant policies or guidelines. • Where needed, project-manage outsourced work, including engaging, briefing, and providing guidance and support to freelance photographers, videographers, designers, writers, and other related resources. • Ensure that clear written briefs are developed for, agreed to, and met by, all freelancers and suppliers. 	
Key Challenges in Achieving Goals: (What are the key challenges faced by this role in meeting goals/objectives?)	
<ul style="list-style-type: none"> • Effective curation and collation of content for different audiences. • Balancing partners' needs and risks to income, while minimising brand risk and ensuring brand consistency. 	

- Different partners at different engagement stages require different communication responses.
- Adapting to constantly shifting priorities.
- Managing competing priorities.
- Working with multiple stakeholders, internally and externally, sometimes with conflicting agendas.
- Juggling a high volume of projects and tasks simultaneously, and the difficulty doing so when around 50% of partner activity is unknown ahead of time.

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

Education / Qualifications / Memberships:	Essential	Desirable
Experience:	<p>Essential</p> <ul style="list-style-type: none"> • At least five years' full-time experience developing communications/marketing materials or campaigns. • Strong, demonstrable experience writing, editing, and proofreading for a broad range of communications and audiences. • Experience developing content (stories and imagery) for both print and digital channels. • Proven experience working across multiple communication channels, including digital. • Demonstrated experience managing stakeholders with competing priorities. • End-to-end project management. 	<p>Desirable</p> <ul style="list-style-type: none"> • Degree qualification in communications, marketing, public relations and/or journalism. • Experience managing a team of marketing or communications professionals. • Experience or an interest in the not-for-profit sector • Experience developing and delivering marketing campaigns that have achieved strong results (e.g.) recruitment of customers; increased income; development of new audiences; increased brand awareness; retention of customers/clients.
Competencies:	<p>Essential</p> <ul style="list-style-type: none"> • Advanced and diverse writing skills. • Strong interpersonal skills. Proven ability to build strong cooperative relationships with key stakeholders and work collaboratively across teams to deliver results. • Advanced communication skills, both written and verbal • Strong planning, time management, organisational and project management skills. • Ability to take initiative and work independently or as part of a team. • Flexible, adaptable mindset. • Excellent attention to detail. • Ability to problem-solve. • MS Office skills, including PowerPoint. 	<p>Desirable</p> <ul style="list-style-type: none"> • Presentation skills.