



<b>Position Title:</b>	<b>Communications and Engagement Manager</b>
<b>Reports To:</b>	<b>Executive Manager</b>
<b>Classification:</b>	<b>Part-time (4 days)</b>
<b>Location:</b>	<b>Marrickville &amp; Camperdown</b>

Addison Road Community Organisation (Addi Road) is a not-for-profit, independent organisation supporting arts and culture, championing for social justice and caring for our environment. We manage a 9-acre Crown Land, heritage listed, former army-depot site, won for community use in 1976, providing subsidised rental for 46 tenants and a community meeting place. Almost 50 years on, we still provide a safe hub for local community groups to gather and share cultures and stories.

Addi Road has a dedicated volunteer workforce of approximately 400 individuals across multiple programs and both sites.

### **About the Role**

The Communications and Engagement Manager plays a pivotal role in leading and delivering Addi Road's communications, stakeholder engagement, and marketing strategy. Working closely with the Senior Leadership Team, Media Manager, and Program Leads, the role ensures the effective implementation of Addi Road's Strategic Plan and strengthens the organisation's profile, influence, and community impact.

### **Key Responsibilities**

#### **1. Strategic Leadership & Organisational Contribution**

- Develop and implement an integrated Communications Strategy to engage the community, donors, partners, and key external stakeholders through communications, campaigns, advocacy, and events.
- Provide expert advice to senior leaders on communication risks, opportunities, emerging issues, and risk communication management.
- Contribute to organisational planning and strategic initiatives to support Addi Road's long-term goals.

#### **2. Communications**

- Develop, write, and design high-quality content for regular donor and stakeholder communications, including newsletters, annual reports, website content, promotional materials, resources, and advocacy messaging.
- Design high-level presentations for the CEO.
- Oversee brand management and ensure consistent messaging and visual identity across all channels.
- Coordinate content planning and delivery across Addi Road's communication platforms, ensuring that all promotional materials, messaging marketing and branding are consistent and impactful.

### **3. Advocacy**

- In collaboration with the Advocacy and Policy Lead, support advocacy and engagement campaigns through strong narrative development, audience insights, and clear calls to action.
- Ensure communication outputs amplify Addi Road's advocacy priorities and community voice.

### **4. Engagement**

- Work with the Executive Manager and CEO to cultivate corporate partnerships and identify opportunities that enhance Addi Road's profile and generate financial and in-kind support.
- Represent Addi Road at key events, forums, and stakeholder engagements as required.
- Lead donor engagement activities, including stewardship, relationship-building, and donor communications.
- Research and implement a CRM system to enhance business performance and stakeholder management.
- Oversee CRM management, data analytics & insights, and reporting to inform planning, fundraising, and engagement strategies.

### **5. Financial and Resource Management**

- Work with the Senior Leadership Team to develop, implement, and evaluate a fundraising strategy that diversifies and expands revenue streams.
- Develop and execute strategic campaigns that support and optimise fundraising appeals
- Assist in preparing and monitoring budgets related to communication, marketing, and engagement activities.

### **6. Marketing**

- Lead brand strategy and development through ethical storytelling and community-centred messaging.
- Oversee Addi Road's communication channels and coordinate content across platforms.
- Provide marketing support for events and organisational initiatives.

### **7. People Leadership and Governance**

- Supervise communication, engagement, and marketing staff, including contractors and volunteers.
- Oversee work planning to ensure individual projects align with strategic outcomes.
- Contribute to Board reports and organisational governance processes.

### **8. Team Work**

- Collaborate and actively participate in staff meetings and events.
- Maintain and update organisational databases and record management systems and assist with data collection from various sources.
- Perform other duties as requested by your manager and be a proactive team member.

### **Skills, Knowledge and experience**

- **5 years experience** in a similar role; or an equivalent combination of experience and training.
- Demonstrated experience developing and delivering integrated communication, engagement, and marketing strategies that support organisational goals and strengthen stakeholder relationships.
- Proven ability to provide expert advice on communication risks, opportunities, and emerging issues.
- Exceptional communication skills written and verbal, to produce high-quality content for diverse audiences, including newsletters, reports, websites, advocacy materials, and donor communications.
- Experience managing brand identity and ensuring consistency across communication channels.
- Demonstrated experience cultivating and managing relationships with donors, partners, community stakeholders, and external organisations.
- Experience implementing or managing CRM systems, including data analysis and reporting to inform engagement, fundraising, and organisational planning.
- Commitment to social justice, community empowerment, ethical storytelling, and the mission and values of Addi Road.

### **Desirable**

- Experience representing an organisation at external forums, networks and sector engagements and confidence in public speaking.
- Growing portfolio of major donors giving \$10k+.
- Experience engaging new philanthropic prospects and networks to grow donor base.

### **Qualifications**

- Tertiary qualifications in communications, marketing, public relations, or a related discipline.
- Postgraduate qualifications in relevant disciplines will be highly regarded.

### **Personal Attributes**

- You enjoy connecting with others and feel at home in a community-driven space.
- You manage competing priorities confidently and keep projects moving.
- Strong organisation, prioritisation and time management ability
- High attention to detail and accuracy
- Sound judgement, professionalism and confidentiality
- Ability to work collaboratively and independently