

## POSITION DESCRIPTION

General Information:	
<b>Position Title:</b>	Senior Communications Advisor
<b>Incumbent:</b>	
<b>Function &amp; Team/Program:</b>	Communications Team - Fundraising
<b>Location(s):</b>	National Office, Sydney preference
<b>Manager's Position Title:</b>	National Manager Communications & Brand
<b>Manager's Name:</b>	Catherine McClintock
<b>Date Prepared:</b>	9 June 2026
<b>Prepared By:</b>	Catherine McClintock
<b>Approved By:</b>	Caelin O'Brien, Group Manager Communications

Primary Purpose of this Position ( <i>Why does the role exist?</i> )
<p>Coordinate communications and brand activities to meet project-level KPIs, deliver against the annual plan, and ensure compliance with The Smith Family's brand standards across all channels.</p> <p>Working closely with the Group Manager Communications and National Manager Communications &amp; Brand and the senior team, this role is responsible for ensuring that The Smith Family has a sound strategic focus on effectively communicating our brand and our value proposition, driving audience awareness and consideration across our paid, earned and owned channels.</p>

Scope: Operates in a job share arrangement with shared accountability for outcomes.	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
<ul style="list-style-type: none"> <li>Nil</li> </ul>	<ul style="list-style-type: none"> <li>Nil</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>Nil</li> </ul>	<ul style="list-style-type: none"> <li>Responsible for budget allocated to identified projects</li> </ul>

Other Dimensions of this Position
<ul style="list-style-type: none"> <li>Operates within a complex stakeholder environment, balancing fundraising, advocacy and program communication priorities.</li> <li>Requires strong brand stewardship across decentralised teams to maintain consistency and compliance with organisational standards.</li> <li>Works within a child-safe organisation, requiring sensitivity and ethical handling of stories, images and consent processes.</li> <li>Manages competing deadlines across multiple campaigns, publications and internal communications streams.</li> <li>Influences without direct authority, providing guidance to cross-functional stakeholders to achieve communications outcomes.</li> <li>Adapts communications approaches to suit diverse audiences including supporters, partners, government and internal staff.</li> </ul>

<b>Setting Priorities (how is work prioritised)</b>	
How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	<p>Daily, weekly, monthly, quarterly and yearly.</p> <p>This role operates as part of a job share arrangement, requiring strong collaboration, clear handovers and shared accountability to ensure continuity and delivery.</p> <p>Planning required aligned to KPIs, OKRs and organisational objectives, plan and stakeholder needs, with weekly in-person alignment (Wednesday) and structured handovers to ensure continuity across the job share.</p>
How often does employee determine the priorities of others? Eg Daily, weekly, monthly, annually, other	Daily as far as the job share a partner - Wednesday handover.

<b>Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)</b>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Group Manager Communications</li> <li>• Head of Fundraising &amp; Communications</li> <li>• Group Manager, Individual Giving</li> <li>• National Manager Communications &amp; Brand</li> <li>• National Media Manager</li> <li>• Strategic Communications Specialist</li> <li>• Communications Team</li> <li>• Story Coordinators</li> <li>• Digital Marketing Manager</li> <li>• Appeals and Acquisitions Manager</li> <li>• Sponsorship Manager</li> <li>• Supporter Retention Marketing Manager</li> <li>• Research and Advocacy Team</li> <li>• CEO</li> <li>• Executive team</li> <li>• General Managers</li> <li>• National Events Manager</li> <li>• National Volunteering Manager</li> <li>• Partnership Managers</li> <li>• Policy and Programs team</li> <li>• People and Culture team</li> <li>• Operations team members</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Designers</li> <li>• Printers</li> <li>• Digital agency</li> <li>• Video producers</li> </ul>

<b>Key Decision Making in this Role: (What are the key decisions and recommendations made in this role?)</b>
<p><b>Decisions expected, made in collaboration with managers:</b></p> <ul style="list-style-type: none"> <li>• Appropriate look, tone, feel and style of communications which accurately reflect TSF brand</li> <li>• Action general TSF communications enquiries (internal and external), escalating as required</li> <li>• Workflows and scheduling of communications activity</li> <li>• Identification and use of suppliers and vendors and cost implications</li> <li>• Project based budgetary management</li> <li>• Adherence to TSF policies and guidelines</li> <li>• Management of workflows and processes to meet project deadlines</li> </ul>

**Recommendations Expected:**

- Day-to-day senior level support for National Manager, Communications & Brand
- Support our storytelling agenda and our content processes in communicating TSF's work through students, family and supporter activity
- Drive the internal profiling of TSF Comms team outcomes and highlights
- Project management of communication strategies and campaigns
- Develop and support internal communications strategies and campaigns
- Budgetary co-ordination
- Monthly Comms team reporting

**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: Strategic Communication implementation, Project management, co-ordination and evaluation** **50 % of Job Total:**

- Lead delivery and coordination of communications and brand activities in line with the annual plan (e.g. campaigns, publications, brand training, CEO updates/Viva posts, webinars) in partnership with Internal Communications Specialist and key stakeholders
- Coordinate workflows, timelines and stakeholder inputs to ensure delivery against agreed project KPIs
- Develop and maintain content pillars to guide consistent, planned communications across channels
- Produce engaging, brand-aligned content to support key organisational initiatives across owned channels
- Lead delivery of major publications (e.g. Annual Report, RAP and organisational reports), including planning, production and stakeholder coordination
- Lead and coordinate brand requirements for in-house print and production (e.g. merchandise, signage, publications and collateral), ensuring alignment with brand standards and working with relevant teams
- Brief and manage external agencies and suppliers (creative, print, digital and production) to deliver high-quality outputs
- Maintain a bank of approved content, imagery and case studies to support ongoing communications activity
- Ensure all communications outputs align with brand standards, including review and approval processes

**Major Area: Storytelling and content co-ordination, asset and stakeholder management, and capability uplift** **30% of Job Total:**

- Own internal storytelling capability uplift, including training and supporting staff to identify, capture and share case studies and stories
- Maintain and oversee processes for managing story, image and case study assets (including story bank and consents)
- Provide guidance and support to teams to ensure consistent application of brand standards
- Coordinate inputs and stakeholders to support stories and case studies aligned to communications priorities

**Major Area: Measurement, Reporting and Continuous Improvement** **20 % of Job Total:**

- Measure and report on the effectiveness of projects and campaigns, using insights to inform continuous improvement
- Coordinate monthly CEO report and project/campaign reporting, consolidating inputs across channels and teams
- Analyse performance and identify opportunities to strengthen communications impact

<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>Balancing multiple concurrent projects with competing priorities and tight timeframes across teams.</li> <li>Ensuring consistent application of brand standards across a large and geographically dispersed organisation.</li> <li>Managing stakeholder expectations where communications priorities differ or evolve rapidly.</li> <li>Coordinating effective job share arrangements requiring seamless handovers and aligned decision-making.</li> <li>Demonstrating measurable impact of communications activities in a resource-constrained not-for-profit environment.</li> <li>Sourcing high-quality, compliant stories and content while adhering to child protection and consent requirements.</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>
	Tertiary qualification in Communications, Public Relations, Marketing, Journalism or a related discipline, or equivalent demonstrated experience (5+ years experiences)	
<b>Experience:</b>	<b>Essential</b>	<b>Desirable</b>
	<ul style="list-style-type: none"> <li>4+ years of experience in a similar position.</li> <li>Experience delivering integrated communications campaigns across paid, owned and earned channels.</li> <li>Demonstrated experience in content development, storytelling and editorial planning.</li> <li>Experience managing multiple projects simultaneously, including timelines, stakeholders and deliverables.</li> <li>Experience working with brand frameworks and ensuring compliance with brand standards.</li> <li>Experience briefing and managing external suppliers such as creative agencies, printers or digital providers.</li> <li>Experience preparing reports and analysing communications performance metrics to inform improvements.</li> </ul>	<ul style="list-style-type: none"> <li>Experience working in a job share or highly collaborative team environment.</li> <li>Experience supporting internal communications and organisational change initiatives.</li> <li>Knowledge of Adobe software including Photoshop InDesign and Illustrator and Adobe Premier Pro video editing software</li> <li>Basic desktop publishing skills and photo editing skills</li> <li>Experience producing and editing videos</li> </ul>

	<b>Essential</b>	<b>Desirable</b>
<b>Competencies:</b>	<ul style="list-style-type: none"> <li>• Strong written and verbal communication skills, with the ability to tailor messaging for diverse audiences.</li> <li>• Highly developed stakeholder engagement and influencing skills.</li> <li>• Excellent organisational and project management capability with attention to detail.</li> <li>• Strategic thinking with the ability to translate organisational objectives into effective communication activities.</li> <li>• Ability to work collaboratively and effectively in a job share arrangement.</li> <li>• Strong problem-solving and decision-making skills in a fast-paced environment.</li> <li>• High level of initiative and ability to work autonomously while maintaining alignment with broader team goals.</li> <li>• Strong analytical skills, with the ability to interpret data and optimise communications performance.</li> <li>• Commitment to organisational values, including child safety, ethics and working within the not-for-profit context.</li> </ul>	<ul style="list-style-type: none"> <li>• Familiarity with CRM, CMS and digital marketing platforms.</li> <li>• Experience working with donor or supporter communications.</li> </ul>