

# POSITION DESCRIPTION



<b>Position:</b> Marketing and Communications Manager
<b>Reports to:</b> Chief Executive Officer

## POSITION OBJECTIVE

To effectively lead and manage Northside’s integrated marketing and communications strategy, ensuring a consistent and impactful brand message across all platforms. The role aims to enhance Northside’s public profile, support strategic objectives, and foster engagement with key stakeholders. Responsibilities include overseeing the organisation’s digital presence, including website and SharePoint management, developing and executing comprehensive marketing campaigns, preparing reports for the Board and regulatory bodies, and ensuring all communication activities align with regulatory standards and organisational values.

## KEY RESPONSIBILITIES AND DUTIES

- Lead Northside’s Integrated Communication Strategy:
  - Develop and implement a cohesive communication strategy, coordinating across digital and traditional media platforms to ensure consistent messaging aligned with Northside’s strategic goals.
  - Establish and mutually agree upon key performance indicators (KPIs) to evaluate the success and impact of the communication strategy, aligning them with Northside’s overarching objectives.
- Website and SharePoint Management:
  - Oversee Northside’s website, ensuring it accurately reflects the brand and is updated with current, engaging content.
  - Manage Northside’s SharePoint as a key tool for internal communication and resource sharing.
- Regulatory and Policy Awareness:
  - Maintain comprehensive knowledge of the regulatory frameworks and policies affecting Northside’s sectors, ensuring all communications adhere to these standards.
- Advocacy and Public Relations:
  - As the advocate for Northside and its programs, lead targeted campaigns and public relations efforts to elevate the organisation's profile and advance its mission. Establish and nurture relationships with media, stakeholders, and community partners to enhance visibility and influence for Northside's initiatives.
- Grant and Tender Reviews:
  - Conduct detailed reviews of tender documents to ensure they meet organisational objectives and maintain high quality.
- Report Writing for Board and Regulatory Bodies:

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- Develop and prepare reports for the Board, providing insights into organisational performance, and strategic direction.
- Review and provide input for regulatory reporting, ensuring compliance and timely submission to relevant government bodies.
- Business Partnership Development:
  - Formulate communication strategies for business partnerships and service options in support of Northside’s Strategic Plan.
- Team Leadership and Development:
  - Lead and support the communications and marketing team, equipping them with the necessary tools and knowledge for effective performance.
- Health and Safety Compliance:
  - Ensure compliance with Work Health and Safety laws in all marketing and communication endeavours.
- Networking and Relationship Building:
  - Establish and maintain strategic relationships with stakeholders, enhancing Northside’s services and reputation through effective communication initiatives.
- Organisational Knowledge and Trend Awareness:
  - Stay abreast of Northside’s programs and activities, as well as current trends in marketing and communications, for informed strategic planning.
- Upholding Standards and Principles:
  - Adhere to principles of equity and anti-discrimination, and comply with Health, Safety, and Environment requirements in all marketing and communication activities.
- Additional Responsibilities:
  - Undertake other duties consistent with the marketing and communications role as required and/or directed by the CEO.

## **ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE**

1. Several years of experience in marketing and communications, with a preference for experience in sectors relevant to Northside or similar organisations.
2. Expertise in developing and executing integrated communication strategies across digital, print, and social media, combined with proficiency in brand messaging and storytelling.
3. Strong skills in managing websites and digital platforms, including content management systems, SEO best practices, and familiarity with SharePoint or similar tools.
4. In-depth knowledge of the Early Childhood, Aged Care, Engagement, or Housing sectors, understanding relevant laws, policies, and trends.
5. Ability to analyse marketing data and trends, along with competence in preparing detailed reports for boards and regulatory bodies.
6. Proven ability in team leadership and management, encompassing project management, delegation, and strong interpersonal skills for stakeholder relationship building.

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7. Comprehensive understanding of regulatory frameworks and compliance in marketing and communications, along with up-to-date knowledge of digital marketing tools and technologies.
8. Demonstrated experience in stakeholder engagement, including with government bodies, partners, and internal teams.

## QUALIFICATIONS AND/OR TRAINING

- Relevant Bachelor level degree in Marketing, Communications, or similar field.

## PHYSICAL REQUIREMENTS/ WORK ENVIRONMENT

- Prolonged periods of sitting at a desk and working on a computer.
- Occasional lifting and manual handling tasks.
- Driving to clients’ or partnership organisations’ locations.
- Able to work some evenings, weekends & public holidays.

## GENERAL EMPLOYMENT INFORMATION

Northside Community Service is a child-safe organisation. We actively promote the safety and wellbeing of children and all Northside staff are committed to protecting children from abuse or harm.

Northside Community Service is an Equal Opportunity Employer. We value diversity and are committed to workforce diversity and equal opportunity. We recognise that the provision of supportive, safe and harassment free workplace is essential to high performance and promote flexible work, diversity and safety.

All Northside staff and volunteers are required to:

- Act at all times in accordance with the Code of Conduct and all relevant policies and procedures
- Comply with the work health and safety policy & procedure
- Undertake a national police check prior to commencement and every 3 years thereafter
- Undertake screening for suitability to work with children, youth and vulnerable people
- Comply with the National Principles for Child Safe Organisations, the Reportable Conduct Scheme for the ACT and other relevant legislative requirements

## SIGNATURE

Employee signature below indicates the employee's understanding and acceptance of this position description.

Employee Name		Date	
Employee Signature			

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