

## POSITION DESCRIPTION

<b>Position Title:</b>	Communications and Marketing Specialist
<b>Classification:</b>	Non-award, Salary Range \$85,001 - \$95,000.
<b>Status:</b>	Full Time
<b>Reports to:</b>	General Manager
<b>Role Function:</b>	The Communications and Marketing Specialist will develop and implement a communication strategy, working with AMRRIC staff and the Chief Executive Officer (CEO) to develop and promote AMRRIC through positive communication initiatives in order to grow awareness and interaction with AMRRIC's media presence, brand recognition, and support fundraising campaigns.

## CORE DUTIES:

### Operational

- Manage and implement all communications, media and marketing for AMRRIC including, but not limited to:
  - Review, develop and implement the communications strategy including annual workplans, calendars and content plans which are communicated with staff and the Board;
  - Oversee the budget for communications projects and campaigns;
  - Manage AMRRIC's public content channels, including online, socials and subscriber-based channels which includes capture and editing of content, management of commentary and feedback, management of audience groups, contact lists, and analytic data monitoring;
  - Manage AMRRIC's media release process and provide support to the CEO or media contacts representing AMRRIC;
  - Work with fundraising staff to distribute and promote fundraising campaigns, including monitoring and evaluation of fundraising campaign success;
  - Oversee the development and distribution of promotional materials, merchandise and other organisational collateral for AMRRIC's static and digital publications such as the Annual Impact Report;
  - Manage the AMRRIC brand and style guide and other project branded materials including images and video libraries;
  - Management, coordinate and promote AMRRIC events.
- Review and monitor AMRRIC's communication processes and policies and in consultation with management, implement improvements for alignment to best-practice standards of engagement in communications and media.
- Produce quarterly communications reports for all media and marketing activities for the CEO and the Board.
- Other duties as directed by the CEO.

### Advocacy & Stakeholder Engagement

- Maintain collaborative relationships with Indigenous communities and all stakeholders to promote the benefits of partnering with AMRRIC to improve overall community health and wellbeing.
- Ensure AMRRIC marketing materials educate the wider community and key stakeholders

to have a better understanding of the relationship between Aboriginal and Torres Strait Islander people and their companion animals.

- With the support of the Executive Management Team, develop strategic organisational documentation to grow AMRRIC's publications and marketing materials.
- Where possible and appropriate, ensure AMRRIC is represented professionally at public forums, community meetings, and conferences.
- Practice cultural humility in order to deliver culturally responsive services.
- Work with team members to develop stories and awareness raising material for the promotion of the work of AMRRIC.
- Regularly review and update organisational systems for program stakeholder engagements contributing to reporting.
- Maintain and exercise discretion in the use of confidential information.

### **People and Culture**

- Communicate openly, effectively and respectfully with all staff, clients and suppliers in the interests of good business practice, collaboration and enhancement of AMRRIC's reputation.
- Provide visible and positive leadership to staff and volunteers on remote programs where required.
- Lead continuous improvement within the scope of the role duties and contribute to broader organisational continuous improvement practices.

### **Professional Development**

- Participate in regular cultural safety and professional development opportunities.
- Maintain relevant knowledge around animal management.
- The Communications and Marketing Specialist will report directly to the General Manager and will collaborate closely with other functional departments, program managers, and external partners.

## **SELECTION CRITERIA:**

### **Relevant Experience**

- Previous experience in a not-for-profit environment is desirable.
- Demonstrated experience in the creation and implementation of effective organisation strategies.
- Demonstrated experience and/or portfolio of ability in engaging content and marketing material creation across platforms.
- Experience in photography and/or graphic design.
- Time management skills, ability to set priorities, work within time frames and meet deadlines.
- Demonstrate excellent verbal/written communication skills with a diverse range of stakeholders, including the ability to relate to, motivate and empathise with a range of people from different backgrounds.
- Demonstrate passion around health and wellbeing in remote Aboriginal and Torres Strait Islander communities.
- Sound computing and data management skills including the use of Microsoft Office, In Design, Canva and content management systems.
- Maintain and exercise discretion in the use of confidential information.

### **Scope**

- Flexibility and willingness to travel and stay in remote communities.
- Work additional hours as required, with notice.
- Commitment to work outside standard office hours for key events.

### **Educational Requirements**

- Tertiary qualifications, or equivalent 3-5 years' experience, in communications, media, marketing, or a related discipline.
- Manual, unrestricted driver's license
- Ability to obtain a non-disclosable National Police Criminal History Check
- Working with Children check valid across jurisdictions, or the ability to obtain such.

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Manager Name:

Signature:

Date:

Employee Name:

Signature:

Date: