POSITION DESCRIPTION

Position Title: Communication & Design Specialist

Reports to: Director - Partnerships, Investment and Communications (PIC)

Location: Melbourne – some travel to NT may be required

Key Internal liaison: CEO; Deputy CEO; Director - PIC; Communications and Media Manager; PIC Team; Regional Directors; Director – Research and Evaluation; Director – Finance.

Key external liaison: Key philanthropists, key donors, corporate organisations, local organisations.

ROLE PURPOSE

The Communications & Design Specialist is responsible for managing Children’s Ground social media, leading the organisations ambassador program and supporting the broad functions of the communications team, including design, copywriting and more.

The role will:

* manage and implement the organisations social media strategy, including account management, posting, content creation and reporting;
* manage and implement the Children’s Ground Ambassador Program;
* support the organisation’s design needs including social media, publications, project needs and implementation of the organisational style guide
* contribute to the broader communications function, including contributing to strategic direction, campaigns, planning, website maintenance and policy development;
* lead, develop and implement special projects as designated by the Director, PIC.
* Provide support to philanthropy when required.

The role requires a proactive people engagement and leadership style to achieve performance and success, while positively impacting the reputation and revenue streams of Children’s Ground.

KEY RESPONSIBILITIES

1. **Social Media**

Implement the organisation’s social media ensuring that organisational messaging, initiatives and projects are successfully and consistently communicated to stakeholders. This includes:

* managing and moderating the organisations social media accounts including Facebook, Instagram, LinkedIn, TikTok
* leading the ongoing development and management of a social media calendar  
  working with the Direct Marketing Specialist to successfully deliver campaigns and fundraising opportunities
* working with the Communications and Content Officer to create and manage content  
  support Children’s Ground Chair’s social media presence including LinkedIn and Twitter  
  regular internal reporting

1. **Strategic Communications**

* Develop and manage the implementation of the Children’s Ground Ambassador Strategy including management of existing ambassadorial relationships, onboarding new Children’s Ground ambassadors, overseeing personal engagement plans, delivering major annual Ambassador events and ensuring there is an updated and accurate history of ambassador engagement within Salesforce
* Support organisational design needs through the creation of graphic assets, formatting and layout of publications and supporting the implementation of the organisations style guide
* Work closely with the Director, PIC and the Communications and Media Manager to contribute to the broader Children’s Ground communications function
* Support the communication needs of the organisations through copywriting, copy-editing and proofreading as required
* Support the development of community led communication initiatives with Children’s Ground staff across each CG location
* Work with PIC team members to support the production of reports for the Director PIC and the CEO when required
* Work with the PIC team to support activities and communications in relation to partner relationships, including acknowledgment of gifts, updates, events, visits etc.

1. **Children’s Ground Organisational Development**

* Contribute, where appropriate, to strategic planning, organisational development, management work plans and policy
* Ensure local First Nations people have agency and decision making over their representation and their voice, presenting opportunities and ensuring all policies and practices comply with this core principle
* Support the continual development and implementation of the digital strategy – website, digital fundraising and campaign activity, digital media storage, and social media presence
* Be a positive, innovative and active member of Children’s Ground
* Support a strong, connected, respectful and supportive organisation
* Undertake duties as requested by the CEO and Director, PIC
* Participate in professional development programs offered by Children’s Ground.

1. **Other responsibilities**

* As needed, perform additional tasks to support the effective operation of a non-profit organisation
* Contribute to communications risk management including monitoring and reporting communication risks to senior management.
* Support the delivery of special projects, including events, as designated by the Director - PIC.
* Be a role model and follow the values and principles of Children’s Ground and be responsible for continuous improvement and development of the Children’s Ground communications function.

**Key Selection Criteria**

**Essential experience and skills**

* Aboriginal/First Nations identified
* Demonstrated understanding and commitment to the rights and interests of First Nations Australians.
* Demonstrated ability to effectively manage and deliver an organisations social media strategy
* Ability to manage current ambassador relationships as well as attracting and engaging with potential ambassador partnerships
* Graphic design experience, including proficient ability with the Adobe Creative Suite of software
* Sound project management skills with the ability to meet KPI’s
* Tertiary qualification in marketing, communications or relevant field and/or equivalent professional experience
* Experience in engaging and building relationships
* Exceptional interpersonal and communication skills including written and verbal communication skills with the ability to communicate concepts and ideas persuasively to a wide variety of audiences
* Developed organisational skills with an ability to balance competing work priorities to meet tight deadlines while working effectively with multiple stakeholders
* Experience using CRM databases, preferably Salesforce
* An ability to undertake occasional interstate travel and outside normal business hours.

**Desirable experience and skills**

* Experience working for a social change NGO
* Experience managing events