



Communications Manager

Position Description

Context

Multicultural Centre for Women's Health (MCWH) is a national, community-based organisation which is led by and for women from migrant and refugee backgrounds. We are committed to advancing the health and wellbeing of migrant and refugee women, through research, leadership, education, and advocacy: our experiences, our stories and our voices.

MCWH works together with migrant and refugee women, community organisations, health practitioners, employers, communities, and governments to build and share knowledge, achieve equity and improve health and wellbeing for migrant and refugee women.

The purpose of the Communications Manager position is to develop and implement integrated marketing, media and communication strategies in line with the Communications and Advocacy Strategy and the MCWH Strategic Plan.

Position objectives

To provide organisational leadership in communications in line with the MCWH Strategic Plan and to support core advocacy campaigns and activity.

Organisational relationships

Internal

The Communications Manager reports directly to the Executive Director and is a member of the senior team

External

Relevant federal, state and local government departments; funding bodies; national, state and regional research, service delivery and policy bodies; media; community organisations.

Extent of Authority

Day-to-day implementation of communications strategies and marketing activities.
Supervision of Communications staff.

Key Responsibilities

Communications Strategy and Planning

- Manage, develop, and implement communications strategies and action plans to support MCWH's strategic goals
- Undertake an annual review of progress and performance of communications strategies and action plans
- Oversee the development and implementation of core messaging and communication frameworks
- Oversee the development of consistent branding and templates for the use of MCWH staff in promotional activities.

Management

- Provide supervision and management support to Communications staff

Communications content

- Develop consistent key messages to support core advocacy campaign plans and activity
- Collaborate with program and project staff to translate research and project insights into communications content

Communications activity

- Oversee the development of innovative marketing, communications, and media collateral for diverse audiences (government, academic, service providers and peaks) and channels
- Oversee the branding, development, and distribution of the following MCWH communications material:
 - MCWH e-newsletters (WRAP, Multilingual Resources)
 - MCWH social media (Facebook, Instagram, Twitter, LinkedIn)
 - MCWH website
 - MCWH program and event promotion
 - MCWH annual report

Stakeholder engagement

- Engage strategically with government stakeholders to support advocacy campaign plans
- Engage strategically and proactively with key media contacts
- Manage the implementation of MCWH's CRM

General (Responsibilities carried out by all staff)

- Represent MCWH externally as required
- Undertake appropriate relationship analysis to inform work priorities
- Prepare articles for publication or presentation as required
- Participate in planning, development and evaluation of the organisation
- Develop a regular work plan and participate in regular performance appraisal and professional development
- Prepare work reports as required

- Participate in ongoing roster systems
- Other duties consistent with the role and as negotiated with the Executive Director.

Selection Criteria

Essential

- Relevant tertiary qualifications in communications, marketing or a related field
- Between 2-5 years' experience in a communications role
- Demonstrated capacity to apply strategic thinking to a NFP communications context.
- Highly developed understanding of migrant and refugee women's health and gender equality from a feminist, intersectional perspective.
- Highly developed communication, negotiation and liaison skills, and experience communicating with organisations and individuals of varying backgrounds
- Demonstrated high level writing, editing and proofreading skills
- Experience writing for a wide range of audiences including media, policy makers, speakers new to English, and the general community
- Strong creative and publication skills, including familiarity with formatting and design in software such as Canva, Photoshop, and inDesign.
- Familiarity with a range of software, online platforms and social media apps (google docs, Microsoft suite, wordpress, CRMs, Eventbrite/humanitix)
- Demonstrated experience successfully promoting programs and events.

Highly Desirable

- Fluency in a relevant community language.
- Victorian drivers licence.

Special Requirements

- Some evening or weekend work may be required from time to time
- Rural or interstate travel may be required from time to time.
- A hybrid working from home/office arrangement can be negotiated.

Salary & conditions

- 0.8 EFT
- SCHADS Award Level 7
- Other benefits:
 - Salary packaging-tax benefit of up to \$30,000 (grossed-up)
 - Meal entertainment program
 - Above-award leave entitlements as outlined in MCWH EBA.

Period of appointment

Permanent appointment, pending successful completion of a 3-month probationary period.