

Job Description

- Title:** Marketing & Communications Manager
- Type:** Permanent part time (0.6 FTE but there is some flexibility)
- Location:** Adelaide
- Reports to:** CEO
- Salary:** \$75K to \$80K FTE p.a. plus 9.5% super plus salary packaging

Organisation purpose and background

Siblings Australia is a not for profit organisation that exists to support siblings of people with disability. Its mission statement is *Siblings: Acknowledged, Connected, Resilient*.

Since its establishment in 1999 by its current CEO Kate Strohm, Siblings Australia has developed a national and international reputation for its work with families and professionals. This has included workshops/resources/online supports for siblings, parents and providers in order to improve the capacity of siblings to manage any challenges, conducting research, and providing public advocacy to improve understanding of the importance of siblings.

Organisation growth and transformation

In December 2019, after many years of advocacy by the founder, Siblings Australia was awarded a national NDIS ILC grant for a three year project 'Stronger Siblings: Stronger Families'. The grant will enable significant growth in Siblings Australia programs throughout Australia, and the organisation will be seeking several committed staff to build on its original vision.

Knowledge and Skills

The required attributes, skills and experience for this role include:

- a) At least five years prior experience in a marketing/communications role
- b) Experience with brand and reputation management
- c) Successful implementation of multichannel marketing campaigns that include social media
- d) Experience with stakeholder segmentation and engagement
- e) Some prior event management experience
- f) Comfortable in a supportive, collaborative, small team environment

The following non-mandatory attributes, skills and experience would be highly regarded:

- g) Proficiency with website administration and CRM's
- h) Knowledge and experience with the use of InDesign

We are very interested in hearing from candidates who identify as a sibling/parent of a person with disability, or who have lived experience of disability.

Responsibilities

- 1) Leverage the organisation's strong reputation to build brand awareness within the disability sector in Australia
- 2) Develop and implement a multichannel marketing & communications plan, including a stakeholder engagement plan
- 3) Write content for and maintain the Siblings Australia website and social media presence
- 4) Prepare media releases to accompany key events, including the opening of the new Siblings Australia office and re-launch of Sibworks education program

Key behaviours to be demonstrated at all times

- Consultative, collaborative
- Uphold the principles of full inclusion for people with disability
- Abide by the Siblings Australia Code of Conduct

Licences/certificates required

Current Working with Children check

Current Australian Driver's Licence

For enquiries, contact Kate Strohm on 0408720558 or kate@siblingsaustralia.org.au

[APPLY](#) now via SEEK website

Applications close COB 2nd April 2020