

## Job Description

- Title:** Communications and Marketing 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 supports 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 early 2020, 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 is seeking a dynamic communications/marketing specialist who would like to use their creativity and skills in the for-purpose social impact space.

### Knowledge and Skills

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

- a) At least five years prior experience in a communications role for an organisation in the human services sector
- b) Experience with brand and reputation management
- c) Excellent written and verbal communication skills, including an ability to communicate directly with key stakeholders
- d) Ability to initiate and successfully implement multichannel marketing campaigns that include social media
- e) Experience in developing and managing stakeholder mapping, segmentation and engagement processes
- 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
- i) Personal and/or professional experience with the disability sector/NDIS

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/health/education sectors in Australia
- 2) Develop and implement a multichannel comms/marketing plan, including a stakeholder engagement plan
- 3) Determine strategic communications campaigns that will help further organisational goals
- 4) Write content for and maintain the Siblings Australia website and social media presence
- 5) Prepare media releases to accompany key events
- 6) Develop networks with influencers, media and other stakeholders to further advance the organisation's reach and reputation

### **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**

Relevant qualifications in Communications, PR or Marketing

Current Working with Children check

Current Australian Driver's Licence

For enquiries, contact Kate Strohm on 0408720558 or [kate@siblingsaustralia.org.au](mailto:kate@siblingsaustralia.org.au)

**APPLY** now via SEEK website

**Applications close COB 20<sup>th</sup> November, 2020**