

## Communications Manager

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Position	Communications Manager
Position Type	Part-time (3 days, 0.6 FTE)
Employment Period	From July 2018
Salary	Competitive package (pro-rated)
Company Details	Shared Value Project Limited
Reporting to	CEO
External relations	Stakeholders incl. media, corporate, government and NFP partners and members.

## Organisation Summary

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The Shared Value Project (SVP) is the peak industry body in shared value in Australia. To this end it is committed to driving adoption and implementation of shared value strategies among leading companies, civil society, and government organisations. Formally established in 2014, the Project membership represents corporate Australia, government and the not for profit sector.

The membership and industry engagement program is a core component of the Project. Its prime objective is to generate knowledge, skills and professional engagement (opportunities) among corporate, not-for-profit and government leaders who are looking for an innovative business strategy that generates sustainable economic and social returns.

The Shared Value Project is the exclusive regional partner of the Shared Value Initiative, and as the local peak practice body supports the development of shared value in Australia and regionally.

## Position Description

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Reporting to the CEO, the Communications Manager is responsible for leading SVP's strategic communications thinking and overseeing all communication activities in order to strengthen the brand and to help build a regional community of shared value practice. Responsibilities include evaluating existing SVP communication activity and developing and implementing a new communications strategy to serve, inform and inspire SVP's members and the shared value community more broadly.

### *Location and Travel*

The role is based in Melbourne but may require some international and domestic travel especially to Sydney and other Australian cities to attend meetings and events. Occasional work outside normal office hours may be required.

### *Position details*

This position requires the ability to work autonomously and in collaboration with the CEO, SVP staff and others as required to see projects through from inception to final delivery. Tasks include:

#### 1. Key responsibilities

- Leadership and principal oversight for all SVP communications activities and content across all channels, including websites, social media and online publications.

- Develop and implement a communications and engagement strategy to support the organisations activities.
- Conduct a review of existing communications and implement changes to maximise impact.
- Develop and implement an annual communications plan that delivers against the strategy.
- Build capacity within the organisation to deliver on the communications plan e.g. upskill the Project Coordinator, develop a member secondment program, internship program etc.
- Work in conjunction with the Partnerships Manager and Project Coordinator on the development of marketing collateral and communication for events and programs.
- Project management of SVP's research projects including the State of Shared Value Survey, Health and Wellness Research Project and prime responsibility for government submissions.
- Undertake evaluation and reporting of communications activities to ensure the objectives and relevant milestones of the strategy are being met.
- Support the research and development of the speaking program for the annual Shared Value Summit Asia Pacific and other speaking events as required.
- Manage all media inquiries and write and edit media releases, opinion articles and other articles and briefings as required.

## 2. General Responsibilities

- Assist with managing the internal administrative and technical processes for the organisation as they relate to the role and communicate these to SVP staff.
- Contribute to annual reviews of the overall strategy and business planning.
- Contribute to applications, acquittals, and reports as required.
- Attendance and active participation in management and company meetings as required.
- When required, represent the Shared Value Project at meetings, workshops, promotional events, media engagements, and industry functions as required.

## Key Selection Criteria

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### *Essential qualifications*

- Appropriate tertiary qualifications and/or 7+ years in marketing, communications and/or public relations.
- Proven ability to deliver a communication strategy and build and maintain strong and effective networks and relationships across a diverse range of stakeholders.
- Excellent oral and written business communication skills and outstanding interpersonal skills.
- Excellent customer service ethic and high expectations for quality.
- Exceptional time management skills; must be able to apply quick, independent judgment and problem-solving when necessary; ability to work on concurrent projects with tight deadlines.
- Experience in web content management, HTML and email marketing (Word Press, Campaign Monitor or equivalent).
- Strong social media engagement skills across multiple platforms (twitter, Facebook, LinkedIn).
- Advanced skills in MS Office (Word, Outlook, Excel, and PowerPoint) or mac equivalent and experience with CRM systems.
- Dynamic, decisive, self-motivated and open-minded.
- Willingness to travel interstate to attend meetings and events.

### *Desirable qualifications*

- Established network and links to journalists and media contacts.
- Graphic design skills, with Adobe Creative Suite (or equivalent).
- Developed understanding of the requirements for effective project management and creative collaboration working within a small team.
- Experience in working in a membership organisation or industry association.
- Basic understanding of the shared value concept and how it differs from corporate philanthropy and traditional CSR.