



DIRECTOR, COMMUNICATIONS AND MARKETING

POSITION DESCRIPTION

Reports to: Chief Operating Officer (COO), Chief Executive Officer (CEO)
Direct reports: Graphic design
Date: March 2017

Organisational Purpose

We lead, unite and harness the sector's intelligence as the national catalyst for change and innovation in rural and remote health and wellbeing.

Position Purpose

The National Rural Health Alliance is seeking an experienced Director, Communications and Marketing with strong writing and contemporary communication skills to lead the Alliance's communications and marketing activities. The successful applicant will manage the Alliance's communications with stakeholders, including using its website, social media, events and through the production of publications and branding.

The Director will be the first point of contact for the media, respond to media enquiries and manage public relations tasks relating to rural and remote health. You will work with others to write and edit plain-speaking material for a variety of audiences and ensure the Alliance's publications and websites are of a consistently high standard. The Director will assist the Board and management to engage and influence key stakeholders in an inclusive and constructive manner.

Position responsibilities

Communications strategy

- Develop and implement a communications and marketing strategy for the organisation
- Assist with the development of policy, advocacy, and campaign strategies.
- Advise and collaborate with relevant staff on communications and media engagement strategies to maximise effectiveness of communications.
- Implement systems for evaluating the effectiveness of communication activities.
- Keep abreast of communications developments that are of relevance to NRHA.

Media

- Act as contact for, and coordinate, media inquiries. This may involve telephone calls out of hours, including early morning and evening calls and/or weekend calls.
- Advise on, write and edit media releases, opinion articles and other articles and pitch these materials to appropriate media, including by proactively identifying opportunities.
- Cultivate relationships with journalists, including TV, radio, print and online journalists.
- Develop and maintain a database and email distribution lists of relevant media contacts.

Online communications

- Maintain, update and enhance the Alliance website, including creating and sourcing content.
- Further develop and implement social media activities.

Publications

- Coordinate content, editing, publication and distribution of stakeholder publications.
- Assist in preparing other publications, such as factsheets, reports and submissions, for example by providing editing support and strategic advice.

Public relations and events

- Work cooperatively with stakeholders, such as community organisations, government and other organisations relevant to the Alliance's purpose.
- Together with other staff, coordinate seminars, events and launches as required.

Council/Member engagement

- Assist in harnessing the knowledge, capacity, influence and geographic reach of our members to identify innovative solutions to rural and remote challenges
- Work with Council and Member Bodies on local communication of key, common messages to garner support for desirable change at local, regional and national levels, and in alignment with national policy directions.

Other

- Undertake administrative tasks as required in a small team.
- Perform other duties as directed and necessary to the proper performance of the role.

Selection Criteria**Essential:**

1. Demonstrated ability to be pro-active and anticipate and prepare for communications and marketing activities which help facilitate achievement of the Alliance's purpose and objectives.
2. Experience in communications and/or corporate affairs within a services and/or government context.
3. Contemporary knowledge and experience in the effective use of digital/social media.
4. High-level communication skills (written and oral) with proven ability to work as a member of a small team, as well as with governments, departments and other external organisations and stakeholders.
5. High-level writing skills including writing/editing copy for printed and digital material, internal and external materials.
6. Demonstrated capacity to interpret specialist information and present it so it can be understood by non-specialists.

Desirable:

1. Experience working in a small team environment with a community based organisation.
2. Knowledge and understanding of policies and issues relevant to rural and remote health reforms in Australia.

This is a full time position and will be based in Canberra.

Ends