

Position Description

Position:	Media and Digital Communications Manager
Reports to:	Executive Officer
Terms of Employment:	Full time position
Award Scale:	SCHADS Level 5
Date of Position Description:	September 2018
Key Relationships	<ul style="list-style-type: none"> ▪ Advocacy and Leadership Development Manager ▪ Resourcing Inclusive Communities Manager ▪ Systemic Advocacy Team ▪ Office Manager ▪ Accounts, Admin and Events Coordinator ▪ People with disability & families ▪ External information providers

Family Advocacy

Family Advocacy is a state wide, not for profit disability advocacy organisation that works with families to promote and defend the rights and interests of people who have a developmental disability. The organisation is governed and run by families and allies of people with disability. Our mission is achieved by strengthening the advocacy role and influence of families so that they can speak out with, or on behalf of their family member, or for people with developmental disability more broadly. Family Advocacy also undertakes systems change on issues that create barriers for people with disability so that they can experience the same opportunities as other Australians. The organisation also supports an initiative called Resourcing Inclusive Communities which supports families, services and community to strengthen skills and knowledge so that people with disability are supported to hold valued roles in the heart community.

The Media and Digital Communications Manager will carry out the responsibilities of the position in accordance with the philosophy, policy and practices laid down by the Management Committee and in a way which reflects the cultural diversity of the Australian population.

Job Purpose

The Media and Digital Communications role is responsible for both internal and external communications including providing information to families on issues of importance occurring for people with developmental disability in NSW. This involves the extensive use of digital platforms, hardcopy publications and resources. The role also provides communications support to our three work areas namely Advocacy and Leadership Development, Systems Advocacy and Resourcing Inclusive Communities. Other duties include marketing and promotions, digital media functions, media release and supports, management of branding and collateral, events and website development and other tasks as required.

Key Responsibilities

1. WEBSITES/INTERACTIVE TECHNOLOGIES

- Management of the two websites connected to the work of Family Advocacy.
 - www.family-advocacy.com
 - www.ric.org.au
- Management and development of Family Advocacy's interactive technologies i.e. webinars
- Create a strong social media presence to support the work of the organisation
- Responsible for production and dissemination of information via all communication platforms

2. MEDIA SUPPORT

- Prepare Media releases
- Build and maintain Media contacts
- Provide support for staff and families in accessing media

3. EVENT SUPPORT

- Assist in the preparation of promotional resources for all events across the organisation.
- Assist with the development of promotional flyers and utilizing platforms to support registrations
- Assist with the marketing and promotions of events, including connecting with other organisations, journalists and media outlets to promote events
- Assist with visual and audio support for events

4. CALD AND ATSI FAMILIES OF PEOPLE WITH DISABILITY

- Build and/or enhance existing links with CALD and ATSI families in which there is a person with disability.
- Identify key organisations and key workers who support families and provide them with information, including running off-site information sessions.

5. RESOURCE MATERIALS

- Develop and/or outsource resource materials, including promotional or issues based brochures, posters and audio-visual resources.
- Co-ordinate the production and distribution of Family Advocacy's:
 - Annual Report
 - One off publications
- Management of images and film library
- Prepare 'Fact Sheets' on relevant topics that can be accessed via the websites.
- Ensure staff are kept updated on a regular basis with current news and issues in the media relating to people with disabilities.

- Review all resource related policies and guidelines when required.
- Comply with all copyright legislation and processes, especially in relation to photography and use of images
- Maintain a database of all relevant reports/resources of Family Advocacy
- Collate and submit data in relation to all incoming and outgoing written, online and audio visual resources as required by funding bodies.
- Respond to relevant information enquiries from a wide range of stakeholders.
- Management of the Inclusion Collection Library
- Ensure all materials and resources are in keeping with branding requirements
- Ensure production of high quality documents and resources for parliamentary submission and external use, either through personal assistance to the relevant Family Advocacy area or through engagement of creative professionals

6. BRAND MANAGEMENT

Oversee all the elements of brand management across the entire organisation in relation to:

- Logo
- Style guide
- Font
- Colours
- Imagery

7. GENERAL

- Attend staff, planning and Management Committee meetings as required
- Prepare regular reports for the Executive Officer and Management Committee
- Attend relevant conferences, seminars, meetings, training and workshops, as approved by the Executive Officer
- Participate in regular performance appraisals
- Deal with general enquiries as required
- Other duties as required.

Signed

Date.....

(Employee)