

Position Description

Position:	Communications and Media Manager
Reports to:	Executive Officer
Terms of Employment:	32 Hours per week
Award Scale:	SCHADS Level 6
Date of Position Description:	November 2022
Key Relationships	<ul style="list-style-type: none"> ▪ Executive Officer ▪ Communications and Media Coordinator ▪ Advocacy and Leadership Development team ▪ Resourcing Inclusive Communities team ▪ Systemic Advocate ▪ Office Manager ▪ Accounts, Admin and Events Coordinator ▪ People with disability & families ▪ External 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 of community.

The Communications and Media 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 Communications and Media Manager is supported by a Communications and Media Coordinator to undertake the work across the organisation. This involves being 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 includes the extensive use of digital platforms, hardcopy publications and resources. The role also provides communications support to our three work areas: Advocacy and Leadership Development, Systems Advocacy and Resourcing Inclusive Communities (our capacity building initiative). Other duties include marketing and promotions, digital media, traditional media, management of branding and collateral, event promotion and marketing, website development and other tasks as required.

Key Responsibilities (carried out with the support of the Communications and Media Coordinator)

1. DIGITAL TECHNOLOGIES

- Management of the websites connected to the work of Family Advocacy:
 - www.family-advocacy.com
 - www.ric.org.au
 - access.family-advocacy.com
 - conversationsforcollaboration.com
- Management of Family Advocacy's webinars and online events
- Drive strategies to create a strong social media presence to support the work of the organisation

2. MEDIA

- Prepare and distribute media releases
- Build and maintain media contacts
- Liaise with the media regarding interviews
- Ensure staff are kept updated on a regular basis with current news and issues in the media relating to people with disabilities.

3. EVENT/CAMPAIGN SUPPORT AND PROMOTION

- Creation of promotional resources for all events across the organisation
- Development of promotional flyers and utilising platforms to support registrations
- Marketing and promotions of events, including connecting with other organisations, journalists and media outlets to promote events
- Assist with audio visual support for events
- Support the Systemic Advocacy and Campaigns Manager with campaign promotion and implementation.
- Meet regularly with all work areas to streamline processes

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/CONTENT CREATION

- Develop and/or outsource resource materials, including promotional or issues based brochures, posters and audio-visual resources.
- Copywriting and proofreading in line with the brand voice for diverse platforms and channels, including print flyers, social media assets, email newsletter and websites
- Co-ordinate the production and distribution of Family Advocacy's:

- Annual Report
 - Email Newsletter
 - Printed and digital resources
 - One-off publications
- Management of images and film library
 - Prepare ‘Fact Sheets’ on relevant topics that can be accessed via the websites
 - 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
 - Respond to relevant information enquiries from a wide range of stakeholders
 - 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. STAFF MANAGEMENT

- Provide direction and support to the Communications and Media Coordinator

8. 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)