

POSITION DESCRIPTION	
<b>POSITION TITLE:</b>	<b>Communications Manager</b>
	<b>3 year contract</b>
	<b>Full time</b>
<b>NAME OF POSITION HOLDER:</b>	
<b>SIGNATURE:</b>	
<b>TITLE OF SUPERVISOR:</b>	<b>Director, Communications</b>
<b>NAME OF SUPERVISOR:</b>	<b>Shakira Silvestri</b>
<b>SIGNATURE:</b>	

<p><b>For office use only</b></p> <p><b>Position Number:</b></p>
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## 1 PURPOSE OF POSITION

Under the guidance of the Director, Communications the position of Communications Manager is responsible for:

- Delivery of Communications and Marketing strategies and plans which ensure high quality communications to the public, to the Melbourne Children's campus community and to the RCH Foundation's community of donors, fundraisers and supporters and enhance fundraising strategies and outcomes
- Communication of priorities and articulation of key messages to internal and external audiences
- Being a leader in the organisation, providing advice, expertise, assistance and direction to fundraisers on communications matters
- Development of the online environment into a leading marketing tool

## 2 ORGANISATIONAL RELATIONSHIPS

Position Title of Supervisor:

Director, Communications

Positions that also report to Supervisor:

NIL

Positions that report to this position:

Communications and Marketing Coordinator

Graphic Designer

## 3 ORGANISATIONAL CONTEXT OF POSITION

Founded in 1989, the RCH Foundation is the fundraising arm of the RCH, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation the RCH Foundation works closely with the hospital to achieve its vision.

Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.

**Vision** We are the RCH Foundation and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future will have the capacity to transform health care for children and young people.

**Mission** We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families.

**Values** We show integrity in all our interactions, being moral, ethical, honest, transparent and trustworthy.  
We display humility, being modest, not self-important; confident in dealing with others.  
We show gratitude and appreciation for the efforts of our donors and our colleagues.  
We are compassionate, showing empathy in our dealings with each individual.  
We are inclusive and respectful. We show loyalty and understanding.  
The result of these values translates into action. We are known for delivery on our commitments.

## 4. NATURE AND SCOPE OF POSITION

### 4.1 Work performed

The role of the Communications Manager is to deliver best practice communications and marketing strategies that lead to greater community support. In undertaking the role the Communications Manager will supervise the communications team on a day to day basis and deputise for the Director, Communications where necessary. The position is responsible for implementation of communications strategies and ensure that deadlines for activities are met. management of all communications tools and channels of the RCH Foundation, including the implementation of strategies for the digital environment.

Central to this role is to understand and enhance the important key relationships that the RCH Foundation has. This will include working closely with key stakeholders including the hospital and the RCH Good Friday Appeal.

As part of a small team, the Communications Manager must be pro-active and hands on, with the ability to respond to requests swiftly, while not losing focus of competing priorities. The role includes copywriting, editing, creative briefing, art direction, brand management, speech writing, presentations, social media activity and producing of content for all RCH Foundation communications tools. It is important to note that due to the nature of working in a small, lean team, flexibility is required and the role will be fast-paced and the incumbent will enjoy a high level of variety.

### 4.2. Challenges and problem solving

Major challenges currently facing the position include:

- Managing the team and creating a productive relationship with the Director, Communications, who is part time
- Deputising for the Director, Communications and ensuring a seamless leadership and management model within the Communications Team
- Continue to build productive relationships with campus partners, the Good Friday Appeal and other external stakeholders
- Undertaking the role in the context of the 150<sup>th</sup> anniversary celebration of the RCH
- To find creative solutions in order to provide excellent support to donors and fundraisers within lean resources
- Balancing communications team resources to be focused on the most pressing priorities in a busy environment; managing and delegating tasks to support staff.

### 4.3. Decision-making

The Communications Manager is responsible for the day to day management of the Communications Team and implementation of communications and marketing strategies and messages, and as such will make decisions about staffing workflow and campaigns and initiatives to ensure successful outcomes. The position manages an annual budget. The position works particularly closely with the Director, Fundraising in the implementation of fundraising and supporting communications strategies. The Communications Manager must advise and work closely with the RCH Corporate Communications department.

The position is given broad direction from the Director, Communications and is required to translate this into appropriate strategies and action plans, and work collaboratively with staff across the RCH Foundation team, and use best judgment to provide both guidance and give feedback. The person must exercise superior judgment in bringing sensitive matters to the attention of the Director, Communications and Chief Executive Officer to ensure proposed solutions are endorsed before implementation.

### 4.4. Communication

## Internal

- RCH Foundation staff – act in accordance with the its values and create a team environment that works towards the success of the enterprise
- Work closely with and provide guidance to the Communications team, in particular, but as importantly with all members of the RCH Foundation team

## External

- RCH Good Friday Appeal - foster a strong relationship with the GFA, working closely with the associated media partners, manage patient and hospital media coverage to help ensure its needs are met and a successful campaign is delivered
- Ensure harmonious relationships with marketing and communications related suppliers and contractors
- To represent the RCH Foundation where required
- Local and national networks – play a role in building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit and corporate sector

## 5. KEY ACCOUNTABILITIES

### *Management*

- Work closely with the Director, Fundraising and the Fundraising Managers in the development and implementation of strategies
- Staff supervision to ensure their effectiveness and development
- Annual budget monitoring

### *Communications and Marketing*

- The delivery of the RCH Foundation’s communications strategy. This will include the delivery of an efficient, cost-effective and customer focused communications support service
- Create and manage a wide variety of professional marketing materials for the RCH Foundation itself and fundraising projects across digital and print - usually working to tight deadlines. Including but not limited to:
  - Write, edit and proof marketing collateral, e.g. posters, brochures, fliers, invitations, donation aids and information kits
  - Publish two major publications
  - Stories and newsletters for a variety of audiences including social media
  - Integrated communications (media, events, speeches, presentations ) planning and implementation
- Enthusiastically embrace variety in the role; an ability to work on large complex projects, and smaller, simple ones
- Maintain a knowledge base of the industry. Research and review trends, methods, strategies and new technologies to ensure the highest level of service. Always look for new opportunities to innovate.
- Management of the RCH Good Friday Appeal patient and hospital related media coverage

### *Branding and brand-keeping*

- Support the Director, Communications to interpret the visual aspect of the brand
- Understanding of the importance of, and possess capability to work within established brand guidelines, as well as an ability to interpret and grow the visual aspect of the brand
- Champion the maintenance of brand guidelines to ensure production of professional and consistent branding and communication materials for the RCH Foundation

### *Support initiatives*

- Work with the RCH Foundation team, fundraising groups and the RCH Auxiliaries to provide support, guidance and expertise in increasing their fundraising contribution to the hospital

#### *Digital Communications*

- Manage the online environment for the RCH Foundation, developing strategies to increase commitments through online channels
- Manage e-newsletters, social media activity and website content

#### *Fundraising and giving*

- Work with the Fundraising Department to increase fundraising and giving to the RCH
- Management of the RCH Good Friday Appeal patient and hospital related media coverage, in partnership with RCH Corporate Communications

## 6. KNOWLEDGE, SKILLS AND EXPERIENCE

### Key Selection Criteria

#### Essential

- Minimum three years' experience in communications/marketing management role
- Demonstrable experience in developing and executing communications/marketing campaigns and fundraising initiatives, from inception to completion of a project
- Demonstrable experience maintaining positive working relationships with a wide variety of internal and external stakeholders
- Demonstrated experience in managing media campaigns
- Excellent verbal communication, negotiation and presentation skills
- Proven writing skills for marketing purposes (please attach examples to your application)
- A thorough understanding of, and interest in, social media and the online space
- Innovative and creative approach to opportunities and solving potential problems
- Demonstrable ability to display initiative, manage priorities, manage multiple issues and projects simultaneously, take responsibility for projects and show a proactive attitude
- Advanced knowledge of Microsoft Office Suite
- Clear understanding of and personal commitment to the mission and values of the RCH Foundation

#### Desirable

- Tertiary qualifications in communications/marketing
- Experience in a similar organisation and/or working with volunteers
- Some knowledge and experience of event management

## 7 TERMS AND CONDITIONS

- The role is a three year contract. Salary packaging is available. Leave entitlements as per national standards.
- There will be a 6 month probationary period.
- There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered.
- A competitive remuneration is available for the right candidate, depending on experience. Salary packaging is available. Leave entitlements as per national standards.

## 8 KEY PERFORMANCE INDICATORS

To be developed with a personal work plan.

**AGREEMENT TO THIS POSITION DESCRIPTION – to be filled out by the successful applicant**

Signed for and on behalf of Sue Hunt  
Chief Executive Officer  
The Royal Children’s Hospital Foundation

Signed by the Appointee  
Appointee Name:

Signature:

Signature:

Date:

Date:

**How to apply**

- Your application must include:
  - a. your CV
  - b. your responses to the Key Selection Criteria including examples of your work.  
Applications that do not address the Key Selection Criteria will not be considered.
  - c. the names and contact details of three referees
- More information - for further information or queries about this role, please email [jobs.foundation@rch.org.au](mailto:jobs.foundation@rch.org.au)
- Submitting your application – send your application, to [jobs.foundation@rch.org.au](mailto:jobs.foundation@rch.org.au) by COB Friday 19 April 2019