

Position Description

Job Title:	Strategic Communications Manager
Status:	Part-time (0.6 EFT), ongoing
Location:	CBF Offices, Parkville, Melbourne and flexible remote working options
Reporting to:	Chief Executive Officer (CEO)
Salary Range:	\$89,289 - \$93,782 per annum pro rata, plus employer contributed superannuation at 15.4%
Terms:	All other terms of employment are in accordance with the CBF Employment Agreement.
Objective:	Manage, implement and iterate the CBF's strategic communications plan to promote the work of the organisation, provide information about our grants and their impacts, and build broader awareness and understanding of the community broadcasting sector.

About the role

This is a senior communications role responsible for managing the CBF's strategic communications activities.

The Strategic Communications Manager is part of a team of full-time and part-time employees and more than 150 volunteers.

Key responsibilities

1. Support the CBF's outcomes and priorities as articulated in the CBF Strategic Plan framework, in particular:
 - Update communications strategy and annual plans to reflect and support the CBF's strategic priorities
 - Ensure all content, tone and style in CBF communications is accessible and reflects the CBF's values and branding
 - Develop the CBF content strategy to highlight and promote grants information and showcase the impacts of activities supported by CBF grants

- Develop and maintain an effective network of stakeholder relationships and encourage active engagement and collaboration with the CBF
2. Manage the work of the Communications Coordinator
 3. Plan, write, produce and distribute high-quality, timely content (copy, photos, video) for a range of internal and external channels:
 - Develop and publish CBF publications including e-newsletter, website articles, Annual Report, sector/government reports, and other promotional materials
 - Maintain and develop CBF social media presence
 - Prepare and distribute media releases and articles for external publications
 - Draft key messages and speaking notes for CEO and President (where required)
 4. Manage the CBF website, including:
 - Identify and implement enhancements to ensure continuous improvement
 - Oversee external developer to do technical updates, regular maintenance and enhancements
 - Ensure site is user-centred, providing an optimal experience for visitors
 5. Proactively and reactively manage media liaison and relations
 - Monitor media coverage of issues and events relevant to the CBF and respond efficiently to media requests
 - In consultation with CEO, develop and manage crisis communications plan and appropriate responses
 6. Work closely with the Chief Executive Officer, Executive Officer and Grants Support Team to provide communications leadership and advice across the organisation, supporting consistent, effective communication strategies
 7. Other duties as directed by the CEO

Stakeholder relationships

Internal	External
<ul style="list-style-type: none"> • CBF Board • CEO • Executive Coordinator • Senior Communications Advisor • Communications Coordinator (0.4 EFT, vacant) • Grants Support Team • Finance Manager • Outcomes & Evaluation Analyst 	<ul style="list-style-type: none"> • Community media organisations • Graphic designers & website developer • Communication and digital agencies • Media • Australian Government • Volunteers

Reporting relationships

Reporting To	Frequency	Format
CEO	Weekly	Verbal WIP

Selection criteria

Relevant knowledge, skills and previous experience

- Tertiary qualifications in communications or marketing or equivalent experience
- Demonstrated experience in planning, implementing and managing strategic communications
- Experience developing and implementing brand and content strategies
- Excellent writing, editing and proofreading skills
- Experience in digital media, including writing for multiple online channels (website, social media, newsletters, etc), and creating digital marketing and promotional campaigns
- Experience using CMS (eg: Wordpress, etc), Newsletter software (eg: Mailchimp, etc), basic design and image editing tools (eg: Canva, etc), online analytics
- Understanding best practice principles of website design, usability and accessibility

Personal attributes

- Excellent communication, interpersonal and team-work skills to enable effective interaction with a wide range of people including culturally diverse stakeholders and an ability to represent the CBF at a senior level
- Creative, strategic and analytical thinker with a flexible, hands-on approach
- Ability to work under pressure, to multiple deadlines and independently manage time efficiently
- Strong diplomacy skills and highly developed emotional intelligence
- Self-motivated and energetic - ability to work both independently and as an effective team member
- Excellent judgement in providing strategic communications advice
- Professional presentation skills, confident and mature disposition
- Understanding of the NFP sector and related communications
- Enthusiasm for community media
- Excellent planning, organisational and problem-solving skills

Desirable criteria

- Relevant experience within a NFP or campaign-focussed organisation
- Video production and editing skills

For more information on the work of the Community Broadcasting Foundation visit www.cbf.org.au

The CBF is an equal opportunity employer. Aboriginal and Torres Strait Islander peoples, women, people with culturally and linguistically diverse backgrounds, people with a disability, people identifying as LGBTIQ+ and people of faith are encouraged to apply.

Applicants must possess the right to work in Australia.

Background information

The Community Broadcasting Foundation is a proud champion of community media – Australia's largest independent media sector. Each year, we distribute more than \$20 million in funding to strengthen over 450 community media organisations across Australia. These organisations produce media for the community, by the community. Our funding helps connect people across the country, including more than five million people who tune in to their local community-owned and operated radio stations every week.

Our grant programs

Our grant programs help community media organisations in urban, regional, rural and remote Australia to produce media. We provide Development & Operations, Content, and Sector Investment grants.

The projects we fund range in size and scope: from nation-wide projects that enhance the impact of community media, to grants for equipment or capacity building on a local level. Many of the projects we fund support the production of content that is shared with audiences on-air or on-demand. Programs, series and segments share information in community languages, foster discussion about issues and raise the profile of community groups and services, musicians, artists and storytellers.

The voluntary involvement of experienced community broadcasters and industry experts in our work is at the heart of how we operate. Together, our volunteers review almost 1,000 grant applications each year. Our volunteers contribute their insights and experience so that our grant programs respond and adapt to the changing needs of community media.

Our values

Values are the cornerstone of our community-based organisation, informing our decision-making.

Community-minded | We care.

Collaborative | We listen and work together.

Inclusive | We embrace and celebrate diversity.

Trusted | We work with integrity.

Our beliefs

We believe hearing stories from our diverse and local communities enriches lives and connects us.

We believe independent, local and authentic voices creating trusted news, information and cultural content strengthens our society.

We believe in the need for CBF to be independent and transparent in supporting a resilient sector for the long-term.