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Wurundjeri Country

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ABN 49 008 590 403

## Communications Manager

### 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. We aim to fund a thriving, impactful and resilient future for community broadcasting.

### Our Vision

Community broadcasting is at the heart of every community.

### 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.

## Position Description

<b>Job Title:</b>	<b>Communications Manager</b>
<b>Status:</b>	Part-time (0.6-0.8 EFT), ongoing
<b>Location:</b>	CBF Offices, Parkville, Melbourne (Wurundjeri Country) and flexible remote working options
<b>Reporting to:</b>	Chief Executive Officer (CEO)
<b>Salary Range:</b>	CBF Enterprise Bargaining Agreement 'Manager' salary band, starting at \$106,432 per annum pro rata, plus employer contributed superannuation at 15.4%
<b>Terms:</b>	All other terms of employment are in accordance with the CBF Enterprise Bargaining Agreement 2023.
<b>Objective:</b>	Manage, update and implement the CBF's 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 role is responsible for ensuring that all CBF communications reflect the brand and values of the organisation and are aligned with the [CBF Strategic Plan](#) and [Roadmap 2033](#) priorities.

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

### Key responsibilities

1. Work closely with the CEO, Executive Officer, Grants Support Team and Policy Team to provide communications leadership and strategic advice across the organisation, supporting consistent, effective communication strategies
2. Support the outcomes and priorities of the [CBF Strategic Plan](#) and [Roadmap 2033](#), including:
  - Ensure communications strategy and annual plans reflect and support the CBF's strategic priorities

- Deliver a dynamic content strategy that highlights and promotes our grant programs and showcases the impacts of activities supported by CBF grants
  - Develop and maintain an effective network of stakeholder relationships and encourage active engagement and collaboration across the sector, to tell a united and purposeful story of community broadcasting’s impact
3. Responsible for producing and distributing high-quality, timely and accessible content for internal and external channels and stakeholders including:
    - Annual report and compliance and impact-based government reporting
    - CBF publications including e-newsletters, website articles and other promotional materials
    - Social media presence
    - Articles for external publications
    - Media releases and crisis communication plans as necessary
    - Key messages and speaking notes for the CEO and President (as required)
  4. Manage the CBF website, including:
    - Identify and implement enhancements for continuous improvement, ensuring the website is user-centric
    - Oversee regular updates, maintenance and enhancements in consultation with an external developer
  5. Manage the Communications Coordinator
  6. Other duties as directed by the CEO

### Stakeholder relationships

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

### 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
- Skilled storyteller with advanced writing and editing skills
- Experience writing for online channels (website, social media, e-newsletters, etc), and developing digital promotional campaigns
- Experience using WordPress CMS, Mailchimp and Canva
- Understanding best practice principles of website design, usability and accessibility
- Relevant experience within an NFP or campaign-focussed organisation

### *Personal attributes*

- Excellent communication, interpersonal and team-work skills to enable effective interaction with a wide range of people and an ability to represent the CBF at a senior level
- Excellent planning, organisational and problem-solving skills
- 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
- Enthusiasm for community media

For more information on the work of the Community Broadcasting Foundation visit [www.cbf.org.au](http://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 have the right to work in Australia.