



POSITION DESCRIPTION

POSITION: STRATEGIC COMMUNICATIONS MANAGER

REPORTING TO: Chief Executive Officer

APPOINTED BY: Chief Executive Officer

DATE: March 2020

GIRL GUIDES VICTORIA

Girl Guides Victoria (GGV) is part of the world wide Movement of more than ten million Girl Guides and Girl Scouts operating in over 150 countries. This progressive, non-political voluntary organisation helps girls and young women develop into confident, self-respecting and responsible community members by providing a values-based, flexible and dynamic, non-formal educational program.

The organisation embraces girls and women from a diverse range of backgrounds, cultures, socio-economic groups and geographical areas and provides a supportive environment within which they can extend their personal boundaries. Organisational leadership at all levels is provided by skilled, open-minded women.

Primary purpose of the position of Strategic Communications Manager

The Strategic Communications Manager's primary role is to facilitate achievement of Girl Guide Victoria's mission, aims, objectives and programs through the provision and management of a comprehensive range of communications, marketing and public relations services. The Strategic Communications Manager will work closely with the CEO and is responsible for the following across Girl Guides Victoria:

1. Communication strategy development and implementation
2. Strategic communication activities to support change and transformation
3. Brand implementation
4. Evaluation and feedback data collection, analysis and reporting
5. Core messaging and communication frameworks for all GGV programs and activities
6. Support internal and external stakeholder relationships, including donors and funders
7. Support to designated Committees of the Executive Board
8. Staff leadership and management for a team of 1.8 FTE
9. Volunteer leadership and management to support communications, marketing and PR activities



KEY RESPONSIBILITIES

1. Strategic Communications

- 1.1 Develop and deliver an annual Strategic Communications Plan to promote Guiding in Victoria through earned media, publications and other communication activities.
- 1.2 Undertake quarterly reviews of the progress and performance of the Strategic Communications Plan.
- 1.3 Develop and implement strategic communication activities that support organizational change and transformation, engaging current and potential volunteers and members in a significant change process.
- 1.4 Develop and implement core messaging and communication frameworks for all GGV programs and activities.
- 1.5 Prepare speaker briefs and contribute to writing speeches for organizational leaders.
- 1.6 Oversee the collection, analysis and preparation of reports for data and feedback on GGV programs and activities.
- 1.1 Provide advice to members of the GGV leadership team (CEO, Governance Chair, State Commissioner, Girl Guides Australia Board Nominee and Treasurer) including identification of communication, marketing and PR related risks and opportunities.
- 1.2 Consult with staff, members, volunteers and stakeholders to establish objectives and deliverables for communications activities.
- 1.3 Support the development and delivery of key events such as leadership conferences, AGMs and SGMs.

2. Marketing

- 2.1 Manage the marketing budget to deliver agreed outcomes and in line with delegations of authority.
- 2.2 Oversee the development of publications and collateral that inform, inspire and engage current and future members and volunteers.
- 2.3 Manage vendors and subscriptions to ensure value and efficiency.
- 2.4 Support volunteers to promote Guiding in the community through events and campaigns.
- 2.5 Ensure GGV is driving co-operative and efficient outcomes with Girl Guides Australia.

3. Public Relations

- 3.1 Ensure that GGV is compliant with Privacy and related legislation.
- 3.2 Develop opportunities for potential donors and supporters to give financially to GGV and ensure they are recognized and engaged in GGVs ongoing work.
- 3.3 Oversee the implementation of the Girl Guides in Australia brand across all central and volunteer led communications and marketing materials
- 3.4 Support the management of internal and external stakeholder relationships including donors, funders, alumni, ambassadors, politicians (at all levels), schools, other youth organisations and former office bearers.
- 3.5 Contribute to the work of designated Committees of the Executive Board.



- 3.6 Support formal and informal reward and recognition activities for volunteers and members.
- 3.7 Develop and implement campaigns to inform and engage volunteers, members and stakeholders, including the annual Australian Biscuit Campaign.
- 3.8 Support formal and informal ambassadors and champions to speak for and about Girl Guides.

4. Staff and Volunteer Leadership and Management

- 4.1 Work with the COO to support staff to build good customer relations.
- 4.2 Ensure the fair and effective management of the communications team.
- 4.3 Conduct the annual performance development planning and review process, and provide ongoing supervision, feedback and development to the communications team.
- 4.4 Recruit, develop and support a team of communication volunteers to contribute to social media, publications and other promotional activities.



KEY SELECTION CRITERIA

Essential

1. Relevant tertiary qualifications and/or extensive experience in a relevant field.
2. Demonstrated success in a senior role in the areas of strategic communications, marketing and/or public relations.
3. Demonstrated success in the development and implementation of communication strategies to achieve change and transformation.
4. Commitment to working with and developing volunteers and an understanding of how Guiding contributes to the development of girls and women.
5. Well-developed time management skills to be able to prioritise competing tasks and deliver required outcomes.
6. High level communication and interpersonal skills including the ability to successfully liaise and negotiate at all levels with a diverse range of internal and external stakeholders.
7. An offer of employment is conditional upon the potential employee:
 - passing a Police Check to Girl Guides Victoria's satisfaction;
 - holding at all times a current Working With Children Check;
 - completing Child Safe training; and
 - being recommended by referees who support the candidates attitudes and capacities to work in an organisation that serves children.
8. A potential employee holds the following key personal qualities:
 - Commitment to the ideals of Guiding;
 - Knowledge of how Guiding can contribute to the development of young women;
 - Integrity;
 - Discretion;
 - Confidentiality;
 - Flexibility;
 - Initiative.