



Success Profile

Communications and Marketing Manager

Summer Foundation

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Online advertisement

- Drive contemporary, customer first communication strategies
- Provide communications support to the Senior Leaders to enhance stakeholder reach
- Make an important contribution to the community sector - Do work that matters

About Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to influence changes to policy and practice to permanently stop young people with a disability from being forced into residential aged care, ensuring people with a disability have access to the support required to be in control of where, how and with whom they live.

<https://www.summerfoundation.org.au/>

If you are looking for a career where you can draw upon your innovative and strategic communications expertise and your community heart to make a real difference, while working collaboratively with a team of committed and passionate people, read on.

About the role

Reporting to the Chief Operating Officer, the Communications and Marketing Manager will form an integral member of the Summer Foundation team, supporting the organisation with their communications and marketing needs while identifying creative ways to engage with their key external stakeholder groups.

You will develop strategic fit for purpose annual communications and marketing strategies and plans and lead a team to support the organisation with all facets of communications and marketing including (but not limited to) digital media and social media, copy writing and editing, visual and digital design to consistently meet all communication needs and expectations, maintaining an exceptional standard of work which reflects the tone and values of the Summer Foundation.

About You

To be considered for this enviable opportunity, you will be a proven strategic communications leader with demonstrated experience in internal and external communications, social and digital media and marketing while being adept at driving contemporary communication strategies in a community focused organisation.

You demonstrate high levels of emotional intelligence; are resilient to changing circumstances and priorities and you are known for your exceptional interpersonal and engagement skills which enable you to forge collaborative and mutually beneficial relationships and partnerships with your stakeholder groups which may include (but not be limited to) internal peers and leaders; people with a disability; allied health professionals and government officials.

Staff leadership is a key strength – you are an empowering and inclusive leader who seeks to build a supportive culture of trust and professionalism and a high performance culture.

Relevant Tertiary Qualifications in communications, journalism, public relations, marketing or similar relevant field is expected.

About the Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to change human service policy and practice related to young people in nursing homes.

The Summer Foundation utilises a range of strategies to influence health, housing, aged care and disability service policy and practice related to this target group.

If you are looking for a career where you can make a difference, work collaboratively with committed and passionate people and have real opportunities for professional development, we encourage you to join our team.

Why we exist

The Summer Foundation exists to permanently stop young people with disability from being forced into residential aged care, ensuring people with disability have access to the support required to be in control of where, how and with whom they live.

How will we know we've succeeded

This problem can be solved, we are doing legacy work, and we are well on track to achieving what we set out to do. In 5 years we expect the Summer Foundation will have achieved its purpose. We will regard this as 'job done' when the systems, policy settings and markets consistently enable people with disability to live where, how and with whom they choose; experiencing choice and control equal to people without disability.

Our workplace

We have staff working all across Australia, however our head office is located in Box Hill, Victoria. To meet some of our staff and watch a short clip about our organisation, please go to:
<https://www.summerfoundation.org.au/about-us/who-we-are/>



Summer Foundation's principles

Working as a team

We understand, respect and support the contributions and experience of our colleagues. We understand how our individual contribution fits, and we feel confident and empowered to make our best contribution. We embrace and value diversity in our workplace.

A healthy approach to communication

We come to discussions prepared and ready to contribute. The how, why and by who of decision making is known and understood. The right people are in the right conversations. Our conversations are healthy, respectful, robust at times and safe.

Shared clarity and commitment to purpose

We all have a strong, shared understanding of our 'why'. Our 'Why' is central to our strategy, decision making and actions.

Working authentically

Young people living in residential aged care or those at risk are central to our work and we purposefully and professionally incorporate this experience and expertise in our work. We focus closely on the impact of our work, and we strive to always deliver work to the highest standard.

A smart responsible and considered approach

We invest in efficient, continuously improving processes, and prioritise time for learning and reflection. We celebrate our successes and promote having fun at work. We work in a way that respects our environment.



Mission and goals

Our Mission

The Summer Foundation aims to create, lead and demonstrate long-term sustainable changes that stop young people from being forced to live in nursing homes because there is nowhere else for them.

Our Goals

Our overarching goal is that people with disability and complex support needs live where and with whom they choose, with access to high quality housing and support options that enhance health, wellbeing and participation.



Role overview

Position Title:	Communications & Marketing Manager
Remuneration:	\$100k-\$115k plus salary sacrifice plus super
Location:	Box Hill, Victoria with flexible Home based arrangements as agreed
Qualifications:	Relevant Tertiary qualifications (PR, Marketing, Communications)
Reporting to:	Chief Operating Officer
Direct Reports:	<ul style="list-style-type: none">• Content Editor• Digital Video Editor• Communications Officer• Design Lead & Production Coordinator• Finished Artist

The opportunity

The Communications & Marketing Manager is responsible for ensuring that no opportunity is missed for our target audiences to be effectively and comprehensively connected with the tools, resources and information we generate, along with the events we hold. The Communications & Marketing Manager oversees the processes and work of the Communications Team, taking ultimate responsibility for the outputs of the team and the dissemination of the organisation's work.

The role reports to the Chief Operating Officer and sits within the Communications Team. The Communications & Marketing Manager is an integral member of Summer Foundation and works with internal stakeholders/ external stakeholders/ suppliers & contractors and the media.

About the team

The Communications Team services the organisation (excluding the Housing Hub) to consistently meet all communication needs, maintaining an exceptional standard of work which reflects the tone and values of the organisation. An end to end service is supplied and the team are experts in media and social media, copy writing and editing, visual and digital design, along with designing and delivering communications plans.

A unique opportunity to make a difference

The Problem

There are approximately 4,106 young people living in aged care (as at March 2020). More than half receive a visit from a friend less than once a year. Almost half are in a partner relationship, and more than 1 in 4 are parents of school age children.

The issue is complex and crosses multiple settings and sectors, including hospitals, housing, disability and primary health.

The role we are seeking to fill

We have a challenge on our hands. We largely trade in knowledge. Knowledge is power, but useless if it doesn't reach the right people.

We are clear about who our stakeholders are, what their needs are, and how we can meet many of their needs. But, at the end of the day it doesn't matter how relevant, current and useful our knowledge is if we can't penetrate the barriers between us and engaging with our stakeholders. Therein lies the challenge. Our stakeholders are notoriously difficult to reach and engage with.



Key selection criteria

Impact

- Proactively maintain a dynamic, visible schedule of opportunities & identified leverage channels
- Develop an annual communications and marketing plan referencing audiences, channels, engagement journey, tactics and KPIs supported by an action plan
- Create and execute communications plans to a proportionate level of detail for all communication opportunities
- Measure and continuously seek to improve the impact and reach of dissemination
- Maintain a process to ensure the currency of our publicly available content
- Maintain 90% internal customer satisfaction measured by an 6 monthly internal comms satisfaction survey
- Ensure all external communications meet the requirements of our style & language and guide our media policy
- Coordinate and deliver annual communications team led opportunities such as the annual report and the annual public forum

Service Delivery

- Review and continuously improve the internal systems of the team that promote efficient workflow and strong communication
- Communicate regularly with internal stakeholders so outputs of the communications team consistently meet and exceed the expectations of the team's internal customers
- Manage challenges and difficulties in service delivery in a timely and direct way from a problem-solving perspective
- Ensure the communications team are adequately resourced, structured and supported to fully meet the communications needs of the organisation
- Ultimate responsibility for the organisations external messaging and the outputs of the communications team

Media and Social Media

- Plan implement and monitor the social media of the organisation, engaging employees as fully as possible
- Continually grow interaction with our Social Media and website
- Proactively manage relationships with key journalists, providing quarterly updates to establish and solidify 'YPIRAC expert' status
- In consultation with the Executive Team secure regular stories in sector relevant publications, and at least two high profile media stories each year

People and Culture

- Ensure team members have the tools and support they require to effectively carry out their work tasks
- Ensure team members have a clear understanding of priorities and how their work contributes to the work of the organisation as a whole
- Provide regular and specific feedback to the team both formally and informally
- Celebrate successes of the team and build a strong, proud team culture
- Mentor and support the professional development of team members
- Work collaboratively with team members to support them to make their best contribution
- Strengthen relationships and communication with other internal teams to foster a healthy balance between being a responsive and proactive service provider to the organisation

General

- Other duties as requested by the Chief Operating Officer or Executive Team
- Remain flexible to role changes according to relevant skills and experience, changing work environments, work priorities and organisational needs
- Employment subject to National Criminal History check

The ideal candidate

Who you are

You are a generalist who is highly capable in all aspects of communications and marketing. You have a knack of effectively connecting content to audiences and you have a diverse range of tools and experience at your disposal.

You are 100% impact focussed and your track record demonstrates you know the difference between delivering and achieving impact, and tracking and measuring the impact of your communications is in your DNA.

You are an engaging leader who expects the best from your team, and knows exactly how to support them to deliver their best. Managing a team of creatives and all that entails is your specialty.

You trade in relationships, you take a service approach to your internal stakeholders, and you build strong networks with your external stakeholders.

You balance delegating and doing to get the mix right in a small team, maintaining oversight of leading and continuous improvement, without dropping the ball on the team's deliverables.

Skills & experience

- Minimum of 10 years work experience in a PR/Marketing/Communications capacity
- Demonstrated experience and proficiency managing a team to consistently deliver high quality work on time and on budget
- Demonstrated experience managing and negotiating conflicting priorities
- Demonstrated attention to detail and commitment to excellent outputs
- Demonstrated ability to develop and be held accountable for project managing marketing and Communications projects (including communication plans) and working to budgets across a number of initiatives
- Advanced knowledge of Microsoft Office Suite and Google Drive
- Excellent verbal, written and presentation skills
- Organised and able to meet deadlines
- Adaptable to changing environments

Core capabilities

Decision Making:

- Uses sound judgment to make sound decisions based on information gathered and analysed
- Considers all relevant facts and alternatives before deciding on the most appropriate action
- Commits to decisions

Teamwork:

- Interacts with people effectively and is able and willing to share and receive information
- Co-operates within the team and across teams
- Supports team decisions and puts team goals ahead of personal goals

Work Standards

- Sets and maintains high performance standards
- Pays close attention to detail and accuracy and completes tasks
- Shows concern for all aspects of the job and follows up on work outputs

The ideal candidate

Reliability

- Takes personal responsibility for job performance
- Completes work in a timely and consistent manner
- Follows through on commitments

Problem Solving

- Analyses problems by gathering and organising all relevant information
- Identifies cause and effect relationships
- Comes up with appropriate solutions

Adaptability

- Adapts to changing work environments, work priorities and organisational needs
- Able to effectively deal with change and diverse people

Planning and Organizing

- Plans and organises tasks and work responsibilities to achieve objectives
- Sets priorities
- Schedules activities
- Allocates and uses resources properly

Communication

- Expresses ideas effectively
- Organises and delivers information appropriately
- Listens actively

People Management

- Invests time and effort in managing staff members under their supervision
- Ensures that staff members under their supervision are clear on their role and responsibility
- Contributes to and supports the overall performance of the team
- Creates regular opportunities for peers, colleagues, partners and stakeholders to contribute toward enhancing service quality

What success looks like

To be regarded as successful in this role you and your team consistently produce exceptionally high quality work, which then lands in the hands of those it was intended for and/or does the job it was intended to do.

In year 1 you will:

- Review the makeup and capacity and skills of the team and implement a plan to ensure the team is fit for purpose
- Review the processes of the team and consider how the team intersects with internal stakeholders and implement changes to ensure internal stakeholders consistently receive a full, timely and professional customer experience. Your team will have co-designed a service charter which aligns with internal stakeholder needs.
- Have developed a comprehensive engagement map and are well progressed with initiating and maintaining the relationships with the external stakeholders linked to this engagement map. You will also have an engagement plan to maintain and grow these stakeholder relationships which includes measuring increasing engagement
- Our new Intranet will be actively used across the organisation and the content will be regularly refreshed, current and relevant
- You will deliver key communications pieces such as our Annual report and our Annual Public Forum, internal and external newsletters
- You will take ownership of our LMS and have a program mapped out to transition our training programs tools and resources to the LMS
- A thorough overhaul and refresh of resources and tools on the website will have been undertaken and all content will appropriately be housed on either the Summer Foundation website, or the Housing Hub platform
- A forward plan mapping events and communications opportunities and high level response plans to these will be maintained and visible to the organisation



For More Information

To apply for this role, please go to davidsonwp.com
or for a confidential discussion please contact:



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