

Position Title:	Marketing & Communications Manager
Reports To:	Chief Financial Officer (CFO), overseeing Shared Services
Location/Business Unit:	Hobart
Award:	Social, Community, Home Care and Disability Services Award SCHADS Award (2010)
Classification:	Level 7 Pay Point 1
Direct Reports:	Events Officer and Marketing & Communications Officer
Effective date:	March 2024

Continuing our Legacy

Hobart City Mission (HCM) has been serving the people of Southern Tasmania since its establishment in 1852. This has only been made possible through the generosity of our supporters and volunteers. HCM brings together people who give and people in need, through the provision of client-focused, holistic and innovative services.

Contributing to our Work Environment

HCM's work environment is centred around team work. We work as a collective to provide support and assistance to those in need in our local community. We respect each other, our differences, our uniqueness and we are proud to be part of an organisation that brings people together.

Demonstrating Our Values

You will be **honest**, ethical and transparent, building trust and positive relationships with clients, your **team**, and other employees across HCM.

You will be **innovative and passionate** and excited to be part of the HCM team who have a long proud history of providing solutions where none seem to exist, to assist those in need. We are inspired to assist those in need, regardless of circumstance and stature.

We will **respect** you, so you will **respect yourself and your team**. We work together as a professional **team** to accomplish great outcomes for our clients.

We acknowledge our **legacy**, as we grow with our community, our faith-based values guide us in welcoming people from all backgrounds.

Position Overview

Reporting to the CFO, who oversees the Shared Services function at HCM, you will be responsible for managing, developing and implementing marketing, communications and public relations strategies that resonate with Hobart City Mission (HCM)'s target audiences, elevate our brand presence and drive business growth.

This role provides marketing and communications expertise and support across the business units supporting our three strategic pillars of Client Programs, Disability Support and Charity Retail to ensure consistent messaging that effectively promotes the organisation and is aligned to the HCM brand and organisational values. In addition, the role supports internal communication across the organisation and Fundraising which delivers a vital source of funding for HCM.

Key Functions

Marketing and Brand Management

- Develop and execute comprehensive brand and marketing strategies that align with HCM's objectives and sector best practice
- Conduct market research to understand HCM's target audiences and use insights to refine brand strategies in collaboration with relevant business units
- Create and maintain brand guidelines to ensure a cohesive brand identity across all areas
- Work closely with Client Programs, Disability Services, Charity Retail, Fundraising and Volunteering teams to provide effective marketing and communications support
- Analyse campaign performance metrics and adjust strategies for maximum impact
- Manage external agencies and contractors who collaborate with the team on Brand, Digital and Content management to deliver market research projects, brand/ marketing campaigns, and creative advertising or communications content.
- Keep up with industry standards, trends and innovations across marketing, fundraising, social media and public relations to constantly evolve and improve ways of working, strategies and efficacy

Communications and Public Relations

- Oversee the development and execution of communications strategies that align with HCM's objectives and sector best practice
- Manage communications for various mediums, both internal and external, including print and electronic media, website/intranet content, marketing collateral and advertising, donor and stakeholder communications, annual report, staff and volunteer newsletters etc.
- Responsible for paid media management including production and booking of TVC and Radio
- Manage all aspects of HCM public relations and speechwriting including media relationships, writing media releases, managing media inquiries and developing crisis communications
- Oversee the development and maintenance of internal and external digital assets such as the HCM website and social media pages
- Work closely with business units to ensure communications and PR activities align with campaigns and events to maximise their effectiveness and reach

Events

- Lead, manage and oversee the execution of internal and external HCM-led events including the Christmas Assistance Program, annual staff and volunteer conferences, City Mission Op Shop events, community facing fundraising events and volunteering events etc, in collaboration with relevant teams
- Ensure the delivery of marketing and communications support for organisational and special events as needed including speech writing, presentations, public relations, photography, campaign development and other items
- Evaluate the success of overall events to present actionable insights and inform future events and marketing strategy, operations, and tactics.

Leadership and Staff Supervision

- Support and mentor a team of marketing professionals, fostering their growth and creativity
- Manage the workload and performance of the Marketing & Communications team by ensuring objectives, deliverables and direction is clear and KPI's are met
- Liaise and communicate with other team members in the interests of achieving collaboration and best practice through team reflection
- Actively contribute to your team environment through open communication, participation in regular staff meetings and planning processes
- Provide back up and support to other staff as required
- Participate in professional learning and development activities

Administrative/Reporting

Ensure excellent administration practices and reporting as follows:

- Comply with all relevant legislation, privacy/confidentiality/codes of practice/conduct
- Provide effective management reports as required on a regular basis

Work Place Health and Safety

- Ensure that all activities and behaviours are carried out with due diligence and care for personal safety and the safety of clients, colleagues and service providers
- Maintain up to date knowledge of HCM work health and safety (WHS) requirements and participate in mandatory WHS training

Delegation and responsibilities

Sign-off for marketing, communications and PR will be through the relevant Business Unit as per the Marketing & Communications Policy.

Skills/Qualifications/Experience

You will be a proven leader and strong communicator with the ability to engage audiences, build positive & collaborative relationships and generate innovative solutions to help achieve the organisational goals. You will also demonstrate the following:

- Tertiary qualifications in marketing, communications, public relations or related discipline and or relevant experience in similar roles
- Knowledge of HCM business unit industries including Disability Services, Community & Homelessness, Charity Retail and Fundraising, or passion to learn
- Proven skills in campaign development, utilising both digital and traditional marketing tactics to engage with target audiences
- Highly proficient with technology such as Microsoft Office, Sharepoint, Canva, and email marketing platforms
- Attention to detail and experience in fundraising best practice and copywriting (highly desirable)
- Well-developed skills in Plain English communications (highly desirable)
- Excellent time management and organisation skills
- Excellent interpersonal skills, building positive relationships across the organisation and with external stakeholders
- Demonstrated high levels of professionalism, honesty, integrity and an ability to work with the HCM values
- Great people leadership skills and demonstrated ability to work in a team environment, contributing to wider organisational needs/projects when required

Additional Requirements

- Current police check (less than 6 months old) and Tasmanian Working with Vulnerable People Registration, or ability to acquire
- Full driving licence
- We strongly encourage you to be fully vaccinated against COVID-19 and the flu

I acknowledge that I have been provided with a copy of this position description and it has been discussed with my manager.

Employee Name: _____

Employee signature: _____

Managers Name: _____

Managers signature: _____

Dated: _____