



## POSITION DESCRIPTION

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TITLE	Communications Manager
REPORTING TO	Director of Corporate and Community Engagement
LOCATION	Melbourne
CLASSIFICATION	2
EMPLOYMENT DETAILS/HOURS	Maternity Contract (8 months, February 2022 – October 2022) Full Time 38-hour week

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### Introduction

WaterAid's vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, sanitation and hygiene (WASH) in the world's poorest communities. WaterAid works with partners to maximise its impacts for policy change/influence.

WaterAid works through supporting local organisations and government authorities to design and demonstrate appropriate and sustainable WASH programs. WaterAid also seeks to influence policy change through government and other key sector actors to secure and protect the right of poor people to safe, affordable water and sanitation services.

Everything we do is shaped by our six values:

- Integrity
- Respect
- Collaboration
- Courage
- Accountability
- Innovation

*WaterAid is a child safe organisation. We recognise that we must meet community expectations and the trust placed in our personnel to maintain the highest standards of conduct with children. Therefore, all positions within WaterAid are required to comply with our Child Safeguarding Policy and Code of Conduct.*

*WaterAid is committed to protection from sexual exploitation and abuse in everything we do. The values and standards we uphold are highlighted in our Global Code of Conduct. All positions within WaterAid are required to comply with our Global Code of Conduct.*

*WaterAid passionately believes everyone in the organisation has a role to play in innovation. WaterAid encourages curiosity about the world and empowering everyone to take action. WaterAid recognises that both big and small changes can have positive impacts on our roles, our team and our mission.*

### Position Summary

The Communications Manager is responsible for developing, coordinating and implementing the overall communications plan for the organisation in line with organisational objectives.

Increasing engagement with key audiences through effective storytelling, content strategy and production of publications is critical along with building WaterAid's media relationships. This position also manages website content.

**The candidate will ideally have:**

- An excellent track record in communications strategy, management and implementation
- Experience in media strategy and implementation
- Highly developed copywriting skills
- Creative flair, experience and expertise

**Key Performance Areas/Accountabilities**

The Communications Manager reports to the Director of Corporate and Community Engagement (CCE) and is a member of the CCE team. The role works cross functionally across the entire organisation both within Australia, within our country programs and globally.

1. Responsible for the implementation of WaterAid's communication strategies and public awareness activities.
2. Manage the communications budget including forecasting and reporting.
3. Monitor and evaluate the success of communications activities and regularly report to the Director of CCE on KPIs and key projects.
4. Ensure that all external communications including publications, media, marketing materials, merchandise and online content are consistent with WaterAid's verbal and brand guidelines.
5. Write and/or commission content for media and communications materials, and oversee the production and distribution of monthly newsletters, our supporter magazine Oasis (April and October), our Annual Report, media releases, blogs, and web content.
6. Assist the Digital Marketing Manager to work with staff in WaterAid Australia's country programs to collect stories, case studies, photos and videos, and coordinate overseas content trips.
7. Produce engaging, targeted communications for supporters and the public for retention, engagement and education, while providing communications support to the organisation and its activities.
8. Plan, develop and implement media strategies to obtain media
9. Manage WaterAid's ambassador and influencer relationships implementing the ambassador strategy for key campaigns such as The Water Challenge and other key opportunities such as Gifts for Life.
10. Work closely with internal spokespeople including the Chief Executive.
11. Ensure that WaterAid's communications activities meet ACFID code of conduct standards, DFAT requirements, and child safeguarding and privacy legislation.
12. Work collaboratively with WaterAid international colleagues to achieve communications targets and roll out global campaigns
13. Manage website content and upload content and articles to the WaterAid website.
14. Manage, communicate and contribute to the development of key messages, key statistics and dollar handles.

## Qualification, Skills & Attributes (Key Capabilities/Selection Criteria)

Essential	
<b>Knowledge, skills and experience</b>	<ul style="list-style-type: none"> <li>• Experience and ability to successfully lead, manage and implement a communications strategy within budget and in alignment with organisational strategic goals</li> <li>• Exceptional copywriting, editing, written and verbal communications skills</li> <li>• Experience in using different forms of media (such as email, websites, social media and physical publications) to deliver high-quality information to different audiences</li> <li>• Demonstrated experience in engagement with media outlets</li> <li>• Highly organised with an ability to meet deadlines and manage many competing priorities and stakeholder requirements</li> <li>• Professional who stays abreast of industry trends and applies this knowledge to achieve constant improvement</li> <li>• Experience overseeing website content</li> <li>• Demonstrated ability to work collaboratively with others</li> </ul>
<b>Education</b>	<ul style="list-style-type: none"> <li>• Tertiary qualification in communications or public relations or equivalent.</li> </ul>
<b>Personal qualities</b>	<ol style="list-style-type: none"> <li>1. Commitment to WaterAid's values and standards of safety of children and protection from sexual exploitations and abuse in all our activities</li> <li>2. Demonstrate an understanding of gender equality and women's empowerment including ethnic diversity and cultural sensitivity</li> <li>3. Commitment to innovation, continuous improvement and openness to new ideas and growth</li> <li>4. Mature, charismatic personality possessing the style, stature, leadership and diplomacy required to work effectively with senior staff and donors.</li> <li>5. Ability to work independently but also work well within a collaborative team environment.</li> </ol>
Desirable	
	<ul style="list-style-type: none"> <li>• International development experience or a similar complex global environment</li> <li>• Experience in non-profit and/or fundraising environment</li> </ul>

### Physical Environment and Demands

Ergonomic work stations within an open plan office, standing desks, recreational area and flexible work environment. Interstate travel will be required. Weekend and after-hours work will be required.

### Level of contact with children

*Minimal*

### To Apply:

Please submit an application to [recruitment@wateraid.org.au](mailto:recruitment@wateraid.org.au) by Tuesday December 14<sup>th</sup>, 2021.

Applications for this position must include a resume and a cover letter addressing the above Qualification, Skills and Selection Criteria.

For any queries not answered in this document and to submit your application please email [recruitment@wateraid.org.au](mailto:recruitment@wateraid.org.au).

Applicants must have the right to work in Australia

Employee Name

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Employee Signature

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Date

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