



JOB TITLE: Communications Lead
CLASSIFICATION: SCHADS Level 5
LOCATION: Melbourne
REPORTS TO: Director, Marketing and Communications
DIRECT REPORTS: Nil

KEY RELATIONSHIPS

- CEO, Senior staff and Philanthropy Australia staff
- Marketing and Communications team
- External agencies
- PA Members, Champions and Key Stakeholders

ABOUT PHILANTHROPY AUSTRALIA

Philanthropy Australia (PA) is the national peak body for philanthropy. We are an independent, not-for-profit organisation with more than 800 trusts, foundations, families, individual donors, professional advisers, companies, intermediaries and not-for-profit organisations as our members and partners.

We provide advocacy, networking, services, and resources to the philanthropic and not-for-profit sector, as well as information and research for the Australian community.

We are a growing movement of people and organisations who believe in the importance of giving and our members are proud to leverage their wealth and influence to create positive social change and community benefit. Our vision is for a generous and inclusive Australia. Our purpose is to inspire more and better philanthropy.

We support the wider philanthropic efforts of our membership through:

- Leading, advocating, and representing the philanthropic sector.
- Promoting the contribution of philanthropy by increasing understanding in the community, business and government.
- Inspiring and supporting new philanthropists.
- Increasing the effectiveness of philanthropy.
- Promoting strong and transparent governance standards in the philanthropic sector.
- Producing and distributing information to those seeking to understand, access, or partner with the philanthropic sector and to contribute to the growth of philanthropy and the philanthropic sector.

Our values and behaviours



ROLE PURPOSE

The primary purpose of this role is to plan, create and implement the communications activities for Philanthropy Australia's membership engagement offerings, flagship events and policy work.

The role participates as a key member of the Marketing and Communications business unit, and delivers engaging, current, and accurate content for members and other stakeholders.

KEY RESPONSIBILITIES

This role works under the general direction of senior management, undertaking a range of functions requiring the application of a high level of knowledge and skills to achieve results in line with the organisation's goals, adhering to established work practices, and exercising initiative and judgment where practices and direction are not clearly defined. Involvement in establishing organisational programs and procedures, include a range of work functions and may involve supervision of staff.

Philanthropy Weekly

- Lead on the layout of content for the weekly e-newsletter Philanthropy Weekly and create the related EDMs in Ortto (an email platform like Mail Chimp and Campaign Monitor).
- Develop each edition of Philanthropy Weekly, including posting the news stories in WordPress.
- Write the relevant introductions/blurbs for sections including Sector Resources, Sector Opportunities and Events.
- Manage the images for Philanthropy Weekly, including working in Canva to resize images and create story tiles.
- Manage emails in the marketing@ inbox, monitoring for grant, job and photo submissions and story ideas for Philanthropy Weekly.
- Lead on the development of a tracking list of story headings, state, type of philanthropy, organisation and theme of the philanthropy (e.g., the arts, environment, education, health etc).

EDMs and EDM Calendar

- Project manage the development and/or sending of EDMs including those that relate to events (e.g., webinars, peer networks) and flagship events. Some EDMs will be set up by



colleagues and the Communications Lead will proofread and edit where necessary, before gaining the relevant approvals and sending.

- Lead on the EDM calendar and liaise with colleagues about their email requirements.

Website

- Update the Philanthropy Australia website content, as needed, using WordPress.
- Manage a rolling monthly review the PA website for outdated content, broken links and other enhancements.

Media Relations

- Monitor and track Philanthropy Australia's coverage and sector media coverage on a daily basis, using Philanthropy Australia's media monitoring tool (currently Meltwater),
- Research and make recommendations on story ideas for pitching to journalists.
- Research and write relevant media releases.
- Develop and manage a monthly statistics report on proactive and reactive media coverage of Philanthropy Australia.

Publications, Videos and Collateral

- Research, create and develop content for Philanthropy Australia publications, videos, animations and other collateral, materials and communication activities.

Policy

- Develop policy-related communications plans, website content, media outreach plans and other communications activities.

Professional Practice

- Maintain effective links and relationships with other relevant stakeholder organizations in philanthropic sector.
- Participate in PA's corporate life including attendance and assistance with stakeholder events both interstate and after-hours as required.
- Abide by Philanthropy Australia's Code of Conduct living the Values of the organisation.
- Provide cover when the Marketing Lead is on leave.
- Undertake any other work as directed by Director, Marketing and Communications aligned to the role and capabilities.



SKILLS & EXPERIENCE

Qualifications

- Tertiary qualifications in Media, Communications, Marketing or relevant field

Experience

- Demonstrated strong experience in maintaining websites and creating new pages using WordPress or similar content management system (CMS)
- Demonstrated knowledge and skills in day-to-day social media management.
- Demonstrated strong experience in developing assets using Canva.
- Demonstrated media relations experience
- Demonstrated advanced knowledge and skills in creating and sending EDMs using an email platform such as Ortto, Mailchimp, Campaign Monitor or similar
- Demonstrated strong interpersonal skills, including ability to inspire others, positive interaction and effective problem solving.
- Demonstrated excellent stakeholder management, including the Executive, staff, key partners, and other stakeholders.

Skills

- Highly developed written and oral communication, negotiation, and presentation skills
- Proven ability to prioritize and juggle competing demands.
- Strong IT experience, using digital platforms to report and use data and information strategically.
- Skills using an organizations CRM such as Salesforce.

Expectations

- Passion for philanthropy and social impact.
- Alignment to PA's vision and purpose.
- Representation of Philanthropy Australia when needed, to travel interstate if required, and to attend events out of normal business hours on occasion.



Respect

- We respect the inherent dignity of each and every human and each individual's skills, experience and contribution.
- We acknowledge the special connection of First Nations' Custodians to the lands and waters on which we work and pay our respects to First Nations Custodians and Elders past and present.
- We value when people give of their time, treasure, talent, and ties, to good causes.

Impact

- We encourage philanthropy that makes a real and lasting difference by supporting organisations in their programs, capacity, and advocacy.
- We practice, and foster, collaboration as we build connections for greater impact.
- We encourage funders to be strategic, catalytic, and responsive to need in their giving.

Trust

- We create welcoming environments that are safe, inspiring, and fun.
- We are caring and direct in our conversations, accountable for our decisions, and do what we say we'll do.
- We are committed to deepening trust between donors, service providers and beneficiaries.

Celebration

- We promote the joy of philanthropy and profile inspiring philanthropy.
- We celebrate and build a culture of learning.
- We create space for all voices to be heard and celebrated.

Humility

- We don't have all the answers and we look to learn from others.
- We grow from our mistakes and our vulnerabilities.
- We carve out time to be still and listen deeply.

Sharing

- We practice, and encourage, the timely sharing of information, knowledge, experience, and expertise.
- We work as one Philanthropy Australia team with a shared commitment to our vision, purpose and values.
- We share our appreciation with those who support and enable our work.