



## Communications Manager Position Description

<b>Reporting to:</b>	Director, International Programs, via Director Centre for Humanitarian Leadership	<b>Work location:</b>	Deakin University, Burwood campus (Hybrid arrangements)
<b>Department:</b>	International Programs	<b>Budget holder:</b>	Yes
<b>Team:</b>	Centre for Humanitarian Leadership	<b>Direct reports:</b>	2

### Role Purpose

In 2011, Save the Children and Deakin University launched the Centre for Humanitarian Leadership which aims to bring together academic rigour and humanitarian practice to transform and disrupt the humanitarian system. CHL's mission is to lead and influence change within the humanitarian system through critical analysis, transformational and disruptive education and research, and meaningful contributions to policy and practice. CHL envisions a diverse humanitarianism that embraces the agency of affected people and promotes distributed power, social justice, and equity.

The Communications Manager works closely with the Centre Director and CHL team to ensure the Centre's events, marketing and communications activities are strategic, timely and impactful, supporting the Centre to achieve its purpose of supporting crisis-affected communities by strengthening humanitarian leadership, amplifying diverse local voices and producing research and advocacy that transforms systems and practice. The Communications Manager is responsible for developing the Communications Strategy in line with the Centre's strategy and driving forward priority actions across the Centre's research and program portfolio to reach our target audiences, including funding partners, governments, academics, humanitarians and alumni. The role will liaise with both Save the Children and Deakin events, communications and marketing teams and build/maintain relationships with CHL partner communications teams.

### Key Areas of Accountability

#### Strategic marketing, partnerships and promotions

- Develop and maintain a wholistic understanding of CHL's strategy, partnerships and operations to provide timely and strategic communications advice and support to all functions of the business
- Develop and nurture key relationships with Save the Children's Marketing Team and Deakin's Events, Communications, Advancement and Arts and Education Faculty Teams to ensure CHL's visibility and enhance awareness across the two partner organisations
- Develop ideas and generate content to promote CHL strategically through news releases, partner announcements, e-newsletters, social media and website updates
- Work collaboratively with team members to maintain and develop a suite of corporate materials for donors and existing partners
- Working closely with team members, maintaining oversight of corporate and programmatic publications including the Annual Report, Capacity Statement, and research publications
- Work with the program teams to provide full marketing and communications support to effectively recruit for, promote and report on the Crisis Leadership Program



## Media engagement and thought leadership

- Identify and support opportunities for CHL to contribute to public and sector discourse through op-eds, commentary, articles and media appearances
- Work with CHL leadership and partners to translate research, advocacy and event outcomes into media and policy-facing content (for example through a CHL podcast, other podcasts, The Humanitarian Leader journal, etc.)
- Collaborate with advocacy functions to align communications, media engagement and influencing objectives
- Support the development and delivery of emerging media platforms, including the CHL podcast, to amplify local humanitarian leadership, share lessons from regional events and the Crisis Leadership Program, and translate research and insights from Deakin academics and the Humanitarian Leader journal for broader policy and sector audiences

## Event planning and promotions

- Provide strategic and high-level communications advice and support the delivery of the 2027 Humanitarian Leadership Conference and associated events
- Work with members of the CHL Team to plan for, promote and execute local and regional events for research, advocacy and/or education purposes
- Liaise with the Deakin Events Team to plan and execute larger-scale events or seek advice for smaller events
- Follow Deakin University Event Procedures and endorsed applications (e.g. Eventbrite) to ensure compliance

## Social media

- Leads vision, strategy and oversight of CHL's social media presence across Facebook, LinkedIn, Instagram and YouTube
- Oversees social media analytics and reporting,
- Provides strategic direction on paid advertising on various platforms
- Works with project staff to ensure key milestones and marketing requirements are scheduled to the appropriate platforms, while ensuring brand consistency in social media messages
- Identifies and facilitates content sharing opportunities with partner organisations
- Advises and supports other members of the CHL team in the use of social media for promotion and engagement

## Website management

- Maintain strategic oversight of all content and the web map and structure
- Ensures appropriate capability across the team through training and guidance on website use and key functions/plugins (e.g. Gravity Forms)
- Monitor and maintain CHL's communications and marketing subscriptions



- Deliver website analytics and reporting (using Google Analytics) and manage the Word Press Guidelines for staff
- Liaise with external web developers to ensure the site's functionality, safety and security, and for technical troubleshooting

### **Brand management, reporting and processes**

- Manage communications workflow and processes
- Manage Communications and Marketing reporting for the Centre Executive Team
- Manage the CHL brand across all communications platforms
- Manage external suppliers including videographers and photographers, copy editors, designers and proofreaders

### **Quality and continuous improvement**

- Support the use of the CHL brand by approved internal and external stakeholders, ensuring logo usage is regulated and approved for all activities, and that Save the Children, Deakin University, partner and donor logos and branding is used in a compliant and appropriate manner
- Ensure the continuous improvement of the organisations' digital and print communications
- Support project teams and partners regarding branding and communications strategies, initiatives and activities related to CHL

### **Health, safety, security and risk management**

- Be a role model for safety and security, including complying with all safety instructions and training given at the workplace
- Act in a safe manner always, including complying with all safety instructions and training given at the workplace
- Participate in, and contribute to, health and safety awareness and improvements
- Report all incidents, injuries and potential hazards in a timely manner
- Be aware of, and consider, the risks associated with your team's everyday work and ensure appropriate mitigation measures are applied

### **Child protection and safeguarding requirements**

- Maintain a child safe environment at the workplace and safeguard children's rights, always acting in the best interests of children
- Comply with the Child Safeguarding Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Always maintain a safe and positive relationship when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes



## Person Specification

### Essential knowledge or experience

- Proven experience creating and implementing communications strategies and campaigns
- Demonstrated experience managing websites using WordPress
- Demonstrated experience creating engaging content for social media channels
- Demonstrated experience in brand management
- Demonstrated experience in planning and executing high level events including webinars, seminars and conferences
- Excellent writing and editing skills
- Strong time management and organisational skills
- High levels of attention to detail and quality
- Experience or solid knowledge of the humanitarian sector

### Desirable knowledge or experience

- Video editing and experience in Adobe Creative Suite or other design software such as Canva

### Required qualifications and/or accreditations

- Tertiary qualification/in a relevant or related discipline, or equivalent & relevant work experience

## Additional Information

- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and, where required, a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

**Driver's Licence:**

Required

**Working with Children Check:**

Required

**Classification Level:**

Individual agreement

**Travel:**

Required

**Assets:**

Laptop provided