

RSPCA AUSTRALIA

POSITION DESCRIPTION

Position Title	Communications and Campaigns Manager
Reports to	Chief Executive Officer
Location	RSPCA Australia office, 6 Napier Close, Deakin ACT
Salary	\$75,000 - \$85,000 plus 9% superannuation
Contract period	2 years

The Communications and Campaigns Manager will lead a small team of communications professionals in the federal office of the RSPCA. The main focus of the role is issues management and the development and implementation of campaigns to improve the treatment of animals in Australia. The Communications and Campaigns Manager will work closely with the RSPCA science team to develop messages and campaign materials. They will also contribute to the development and promotion of new initiatives to raise funds, enhance the profile of the organisation and expand the supporter base of the RSPCA. In performing this role the incumbent will provide strategic direction on all aspects of external affairs including government, industry, community and media relations.

Key responsibilities include:

Media relations

- Through strategic use of the media, raise community awareness and support for RSPCA animal welfare campaigns and the policies of the RSPCA
- Facilitate research and production of media releases and briefs for journalists and pursue media stories and coverage to ensure the RSPCA's views are heard.
- Ensure all publicity opportunities for the RSPCA are maximised by establishing and maintaining strong and co-operative media relationships.
- Co-ordinate media briefings, interviews and appearances for RSPCA Australia spokespeople and when appropriate, personally act as spokesperson.
- Seek out opportunities to increase the brand awareness of the RSPCA and enhance the profile of the RSPCA as a preferred charity to support

Government relations

- Leading the development and implementation of federal, state and territory political strategies to influence and achieve change on identified animal welfare priorities.
- Foster relationships with political advisers to increase political awareness and garner support of priority issues.
- Provide advice on government processes and legislative instruments available to progress animal welfare campaigns and issues.

Campaigns and events

- Leading the development of issue based campaigns including the writing of materials.
- Working closely with the science team, prepare and edit information targeting different audiences.
- In conjunction with the marketing team oversee the development and implementation of communications strategies that underpin marketing and fundraising initiatives and events.
- Oversee the co-ordination and production of RSPCA Australia materials, brochures and other communications.

Online communications

- Leading the team developing and implementing of online activities that increase the RSPCA's online supporter base, engage and activate supporters in campaigns and fundraising activities and keep them informed about our progress.
- Oversee, and where relevant, prepare, website content.

Supporting RSPCA brand awareness and income generation

- Work with the marketing team in initiating activities to build and maintain positive brand awareness.
- Work with the marketing team to coordinate the development and implementation of promotional strategies for RSPCA licensed and other products and partnerships.

Member Services

- Maintain effective liaison with RSPCA Australia's member Societies to ensure a coordinated approach on matters of national significance.

Staff management

- Manage and guide the professional development of RSPCA Australia's Communications Officer, and Online Communications Officer

Travel interstate and regular after hours work will be required for this position.

SELECTION CRITERIA

Applicants must address the following selection criteria.

- Qualifications and a minimum of 5 years experience in a media adviser, public relations, communications, media or journalism role, including at least 2 years in a strategic role
- Proven experience developing and implementing community based campaigns that aim to change behaviour and/or policy
- Demonstrated understanding of politics and mechanisms to influence public policy
- Highly developed written and verbal communication, interpersonal and negotiation skills.
- Demonstrated ability to manage media issues and prepare responses in an accurate and timely manner
- A high level of initiative, sound judgement, professional integrity, strong attention to detail and problem solving skills.
- Demonstrated ability to manage multiple tasks concurrently within often tight timeframes.
- Proven experience in developing and maintaining a network of media contacts.
- A high level of computer literacy.
- The demonstrated ability to speak in a public forum
- Well-developed analytical, research and problem solving skills.
- Interest in working for a charity and a commitment to animal welfare

EMPLOYMENT CONDITIONS

A two year contract is being offered for this position.

Leave provisions are 20 days recreational and 10 days sick/carers leave per year. The position is for 38 hours per week.

APPLICATIONS

Applications should include two documents: (1) a document addressing the selection criteria and (2) a Curriculum Vitae which should include the names and contact details of two referees.

Applications with 'Confidential - Communications and Campaigns Manager' in the subject line can be submitted via email to rspca@rspca.org.au or alternatively posted to:

Human Resources
RSPCA Australia
PO Box 265
DEAKIN WEST ACT 2600

For further information contact Heather Neil, Chief Executive Officer on (02) 6282 8300

RSPCA AUSTRALIA

The RSPCA is a community based charity that works to prevent cruelty to animals by actively promoting their care and protection.

In Australia, the RSPCA is a federation of eight independent state and territory RSPCA bodies and the national body, RSPCA Australia. The state and territory bodies are member Societies of RSPCA Australia. RSPCA Australia is governed by a Board which has representation from each of the member Societies.

The RSPCA Australia national office consists of a small and dynamic team of dedicated professionals with extensive experience in science, communications, marketing, government relations, governance, finance and administration.