

# Position Description Communications Manager - Drought



Australian  
Rural Leadership  
Foundation

Position description: Communications Manager (Drought Program)  
Full-time 24 contract until 30th June 2024  
The location for this position is flexible (ARLF has teams in Canberra and Brisbane, and a number of employees working in rural communities.)

Approval date: 23/06/2022

## Context

The Australian Rural Leadership Foundation (ARLF) develops leadership for the greater good of rural, regional, and remote Australia. Thriving communities need leadership. Since 1992 we've believed this is critical for our nation's success. Today, 2000+ leaders have been through our programs. We develop leadership so people act beyond themselves, work with others, and facilitate change in their organisations, sectors, and communities. We do this by offering participants a series of challenging hands-on learning experiences and the opportunity for reflection. As an independent organisation, our work relies on the support of the government, business, philanthropy, and the community. One of our core values is to respect and engage with First Nations cultures and knowledge. Our staff and ARLF Associates collaborate with other organisations to design and deliver our programs. Our team is based across the nation.

## Position objectives

This role will provide Communications expertise for the 'Helping Regional Communities prepare for Drought' program. The program is made up of 3 separate workstreams, two have a national audience, and one delivers activities in 35 communities across Australia.

The Communications Manager is responsible for developing and executing both national marketing and public relations campaigns and local communications planning and support within 35 rural communities. The purpose of these plans is to build the brand awareness of ARLF, build program awareness, and support the recruitment of applicants to participate in both local and national learning programs.

Working closely with the ARLF Communications team, Project Teams, and local community organisations, you will manage the development of, and leverage marketing and public relations materials to promote the ARLF and programs. In this role, you will be pivotal in establishing and growing ARLF's brand awareness. The role ensures all communication activities align with the ARLF brand, marketing, and public relations strategy.

## Duties and responsibilities

The duties and responsibilities of the Communications Manager include, but are not limited to:

- Marketing and public relations planning and managing third-party delivery providers.
- Develop and manage the delivery of marketing and public relations plans for each workstream, (Mentoring, and leadership activities in 35 regions).
- Ensure marketing and public relations project plans and outputs align with the ARLF brand
- Media liaison and/or management of external media liaison contractors
- Management of external contractors
- Identify media and promotional opportunities both nationally and locally where projects are being delivered
- Manage communications approvals with the Department of Agriculture, Water and Environment
- Manage the Drought communications budget
- Working in collaboration with other ARLF Communications roles and frameworks

#### Content generation:

- Develop project-specific content and collateral for all channels.
- Story-telling – writing content that brings to life the stories, the projects, the people participating, and the impact of the learning programs.
- Oversee the design process for all collateral.
- Digital planning and content – working with ARLF Digital Coordinator to plan the Drought digital activities and ensure that high-quality content is available in line with the plan.
- Contribute to developing and delivering communications collateral to service the community engagement and recruitment plans across all learning programs.
- Writing of case studies.
- Maintain records including the ARLF’s CRM and email correspondence as well as preparing communications as required.
- Work as a member of the ARLF team to assist and support other staff as required, contributing to the broader role and aims of the organisation.

## Organisational Relationships

The occupant of this position is:

Managed by Communications Manager, ARLF

Accountable to the Director of Corporate Services

Required to work collaboratively with other ARLF staff to ensure the ARLF’s communications are aligned

## Delegations and Authorities

Financial delegations and authorities may be associated with this position.

The occupant of the position will assist in the monitoring of specified budget information for designated projects and programs and is required to certify invoices in relation to the availability of funds.

## Conditions of Employment

Detailed conditions of employment are set out in the employee’s contract and the ARLF’s Staff Handbook. It is a condition of employment that ARLF employees are fully vaccinated against COVID-19 unless they have a protected attribute.

From time to time there may be an increase in weekly hours and the requirement to perform higher duties. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions required of the position.

## About You

You will bring to this role experience of managing national communications campaigns that simultaneously delivers multiple place-based projects.

You will have a passion for Regional Rural and Remote Communities.

You will be a skilled communicator with a deep understanding of the written word, marketing, and public relations communications across a range of print, electronic and social media platforms.

As a team player, you will work with the Drought program team and others across the ARLF to deliver exciting and eye-catching marketing, and public relations material and collateral.

You want to be part of an organisation that has leadership development at its core and the greater good of regional, rural, and remote Australia as its objective.

Specific skills you possess are:

National and place-based marketing, public relations, and social media campaign management; planning and implementation

Writing and editing for all types of media

Knowledge of all media platforms; their strengths & weaknesses

Management skills in outsourcing design and graphics production

## Additional requirements

Interstate travel will be associated with this position.

First Aid and Mental Health First Aid certification will be required and will be sponsored by the employer

Employment offers will be conditional until successful completion of a national criminal history check ('police check') and citing of up-to-date Covid-19 vaccination status.

The Australian Rural Leadership Foundation values diversity in our workplace and encourages people from all backgrounds, abilities, and identities to apply. Please note that you must have the appropriate right to work in Australia to be eligible for this role. --END--