

## POSITION DESCRIPTION

<b>Position Title:</b>	Manager, Marketing and Communication
<b>Department:</b>	Marketing and Communication
<b>Location:</b>	Hyde Street

<b>Date:</b>	January 2012
<b>Status:</b>	Full Time
<b>Reports To:</b>	General Manager, Marketing & Communication

### 1. ORGANISATIONAL CONTEXT

Crisis Support Services (CSS) is Australia's leading telephone and online counselling and training provider. CSS delivers confidential counselling, support, information and referral services 24 hours a day, 7 days a week operating with a team of professionally qualified psychologists and counsellors. Services include SuicideLine (VIC), Suicide Call Back Service, MensLine Australia, MensLine Australia Call Back Service, and specialist lines such as the *beyondblue* InfoLine and Veterans Line.

#### **Our Vision**

All people are heard and helped in their time of need

#### **Our Purpose**

To support people to manage crisis and develop well being by providing specialist, professional counselling and referral services.

#### **Our Values**

##### *Professionalism*

We are a team of qualified professionals, drawing on our specialised skills and experience, to provide expert solutions and effective services to the Australian community

##### *Integrity*

We strive to provide quality services while upholding the highest ethical and moral standards, with a commitment to honest, transparency and accountability.

##### *Leadership*

We strive to be the national leaders in the field of professional telephone and online counselling, committed to best practice, continuous quality improvement, and advocacy for the people we service.

##### *Compassion*

We show compassion and empathy for every individual, offering support and understanding in the face of life greatest challenges.

##### *Excellence*

We demonstrate professional excellence by consistently going above and beyond to achieve exceptional results in all that we do.

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### 2. POSITION PURPOSE

The Manager, Marketing and Communication is responsible for raising the profile of Crisis Support Services and its major service brands, including MensLine Australia, Suicide Call Back Service and SuicideLine (Vic), through a range of strategic communications, events and marketing activities.

The incumbent will develop and maintain strategic relationships to elevate CSS' position and profile, and vastly increase community awareness of our vital services. This role is responsible for ensuring all CSS' communications reflect the professionalism and expertise of CSS, while developing creative and innovative ways to cut-through and effectively promote CSS' services.

The Manager, Marketing and Communication will develop and maintain working relationships with key stakeholders, both internal and external; manage communications for all major contracts and funding agreements; and supply timely and accurate advice to the Senior Management Team and the Executive Committee.

3. KEY RESULT AREA	MAJOR ACTIVITIES	MEASURES
<p><b>Communication</b></p>	<ul style="list-style-type: none"> <li>• Develop and protect CSS' reputation by ensuring all external communication reflects the professionalism and integrity of the organisation.</li> <li>• Research, write and submit articles for publications, newsletters and websites.</li> <li>• Manage internal communications for the organisation from planning and writing through to approvals and dissemination. Communicating change to staff will form part of this as CSS looks to relocate offices.</li> <li>• Guide other Marketing &amp; Communications staff in informing internal audiences of CSS' marketing and communication activity via internal news and intranet.</li> <li>• Research and write policies and procedures for the Marketing and Communication team including brand management, external communication and publications, and internal communications and publications.</li> <li>• Manage the publication of</li> </ul>	<ul style="list-style-type: none"> <li>▪ All external communications in line with strategic direction, delivered to timeline/budget and signed off by GM or CEO</li> <li>• All internal communications prepared and delivered as per agreed standards, and signed off by relevant parties.</li> </ul>

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	CSS' annual report, from research, writing, design, print and distribution.	
<b>Marketing</b>	<ul style="list-style-type: none"> <li>• Manage the commencement of a new corporate identity project for CSS, including driving and managing the process of researching and implementing a new corporate identity in collaboration with an external agency (once engaged).</li> <li>• Maintain and update collateral for each of CSS' services, from concept to copy development, consultations with designers and management of print production, all within budget.</li> <li>• Work with GM to create a new material reflecting CSS' new corporate identity (once created), including style guide, prospectus, strategic plan overview and annual report. Existing material, such as corporate stationery to be re-designed and printed.</li> <li>• Review and approve all external and internal communications before dissemination to ensure style and messaging is to CSS standards.</li> </ul>	<ul style="list-style-type: none"> <li>▪ New corporate identity approved by the Board of Directors and executive committee and Implementation commenced at the end of the contract term.</li> <li>▪ All collateral developed professionally in line with brand guidelines, within budget and timeframe.</li> <li>• All publications to reflect new corporate identity and developed within timeframe and budget.</li> <li>• Senior Management Team supported to ensure all communications are professionally written and key messaging is appropriate, strategic and effective, in keeping with CSS' established corporate style.</li> </ul>
<b>Events</b>	<ul style="list-style-type: none"> <li>• Work with Marketing and Communications Team to develop and execute annual CSS events – e.g. Annual General Meeting– to engage staff and members and celebrate achievements of the organisation.</li> <li>• Manage potential awareness raising event for CSS services, from concept to execution and evaluation, ensuring all targets are achieved including attendance,</li> </ul>	<ul style="list-style-type: none"> <li>▪ Events evaluated to show achievement against strategic objectives (income, attendance, relationship development, leads secured, media coverage, awareness raised) within budget and timelines.</li> <li>• As above</li> </ul>

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	<p>coverage, reach and budget.</p> <ul style="list-style-type: none"> <li>• Support Relationship Managers and the Marketing &amp; Events Officer to plan and execute professional exhibitions at key conferences and events across the country.</li> <li>• Support Relationship Managers to manage strategic dissemination of materials to stakeholders and partners.</li> <li>• Support CSS talent to research, write and submit conference abstracts, presentations, speeches and poster presentations.</li> <li>• Support Executive and Board Members with presentations to corporations, service clubs, and potential sponsors and ambassadors etc.</li> </ul>	<ul style="list-style-type: none"> <li>• All events executed within budget and timeframe, and evaluated against strategic objectives.</li> <li>• Database of networks increased and maintained. Dissemination of products is strategic and in keeping with the brand strategy.</li> <li>• All external communication tools in keeping with corporate style and messaging and presented at a high visual standard.</li> <li>• As above</li> </ul>
<p><b>Reporting and Evaluation</b></p>	<ul style="list-style-type: none"> <li>• Write monthly reports on results for submission to the Board of Management.</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly reports are written and submitted within the times frames allocated by the CEO.</li> </ul>

### 4. DECISION MAKING AUTHORITY

- The Manager – Marketing and Communication reports directly to the GM – Marketing & Communication. Co-authorisations and budgets to be confirmed

### 5. JOB COMPETENCIES

- Tertiary Communications, Marketing or Public Relations qualifications.
- A minimum of five years experience in a public relations or corporate communications role.
- A successful track record in the implementation of communication strategies, ideally in a service based organisation and/or issues rich environment.
- Outstanding professional writing skills with proven experience in writing for both internal and external audiences.

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- Excellent organisational skills with proven experience in managing projects from inception to implementation
- Extensive marketing and communications experience, encompassing publications development, collateral development, branding, web development and event management experience.
- Highly developed interpersonal and verbal communication skills with an ability to build and sustain strong relationships with internal and external stakeholders.
- Ability to clearly articulate concepts and ideas in a way that will persuade, convince and influence others.
- Experience in not-for-profit, health services or government sectors would be highly regarded.

### 6. PERSONAL COMPETENCIES

- A keen awareness of current health, social and political issues.
- Able to work effectively across a national team and develop strong relationships internally and externally.
- Ability to act quickly, decisively and proactively to grasp opportunities as they arise.
- Demonstrates integrity and personal credibility and acts in accordance with beliefs, standards or values.
- Ability to develop rapport with external and internal parties.
- Follows through with commitments and ensures actions are consistent with words.
- Strong communicator, influencer and are comfortable working within high performing team.
- Meticulous attention to detail with the ability to work autonomously.
- Proactive, flexible with a track record in developing strong professional relationships.

### 7. DIMENSIONS & WORKING RELATIONSHIPS

Team Members Supported	<ul style="list-style-type: none"> <li>• No direct reports</li> </ul>
Working Relationships	<ul style="list-style-type: none"> <li>• Chief Executive Officer – for strategic direction.</li> <li>• General Manager- Marketing &amp; Communication – for direction and guidance (direct line manager).</li> <li>• Manager, Online Development – collaboration.</li> <li>• Online Communications Coordinator – collaboration.</li> <li>• Marketing &amp; Communications Coordinator – support, guidance, mentoring.</li> <li>• Program Leaders – to understand the marketing and communications needs of individual services.</li> <li>• Business Development Manager– To understand and support the development of new partnerships and fundraising/sponsorship opportunities.</li> <li>• Senior Management Team – collaboration.</li> </ul>

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### 8. POSITION DESCRIPTION MAINTENANCE

Reviewed Last:	January 2012
Conducted By:	GM Marketing & Communications, GM Human Resources & Administration
Approved By:	GM Marketing & Communications
Next Review:	January 2013