

## Position Description

Position Details	
Role title:	Brand Strategy & Communications Manager
Reports to:	CEO or delegate
Location:	Melbourne
Department:	Marketing & Communications
Award:	Non-Award
Classification:	Non-Award
Hours of work:	Full time
Tenure:	Ongoing
Date:	July 2021
Position Purpose	
<p>The Brand Strategy &amp; Communications Manager has strategic and operational responsibility for the development and implementation of the AASW's marketing and communications strategy to ensure the Association's profile and reputation are enhanced, promoted and protected in line with the Associations strategic priorities. This strategically focused role is responsible for leading the development and delivery of AASW's Branding, Marketing, Publications and Communications functions, ensuring the all communications through the various channels are engaging and effective with measurable returns.</p> <p>You will be responsible for:</p> <ul style="list-style-type: none"> <li>managing the AASW brand across all forms of marketing and communication;</li> <li>implementing the Marketing and Communication Strategy;</li> <li>strategizing and implementing compelling campaigns leveraging traditional and digital marketing/automation;</li> <li>overseeing the implementation and evaluation of the AASW brand;</li> <li>leading the production of content for use across AASW website, eDMs, socials, media, including the development, execution and evaluation of AASW campaigns;</li> <li>overseeing the production and distribution of AASW branded marketing and communications collateral;</li> <li>providing strategic advice and recommendations to the AASW leadership team;</li> <li>providing effective leadership to drive the performance and outputs of the team including day to day management of the Marketing, Communications and Publications teams;</li> <li>optimizing the commercial return of publications, events and activities;</li> <li>managing and reporting against relevant budgets;</li> <li>working across the Association to identify and execute customer/member focused opportunities;</li> <li>supporting the implementation of the AASW Strategic Plan in conjunction with the CEO and Senior Managers, and leading other strategic initiatives/projects identified by the CEO; and</li> <li>crisis and issues management, in conjunction with the CEO.</li> </ul>	
About AASW	
<p>The Australian Association of Social Workers (AASW) is the peak body for social workers in Australia, with approximately 14,000 members. We set the benchmarks for professional education and practice in social work and have a strong voice on matters of social justice, human rights and issues that impact upon the quality of life of all Australians.</p> <p>The AASW operates from a national office (Melbourne) and a network of 9 branches delivering education, programs and services, advocacy, networking, and connection for the benefit of members and the social work profession.</p>	

<b>Our Values</b>
<p>AASW employees are expected to operate in accordance with the aims and intent of our shared values.</p> <p>Respect</p> <ul style="list-style-type: none"> <li>Trust; True openness; Compassion; Self-awareness and reflection</li> </ul> <p>Collaboration</p> <ul style="list-style-type: none"> <li>Support each other; Teamwork; Shared vision; Being united and collegiate; Enjoy your time at work and have fun</li> </ul> <p>Integrity</p> <ul style="list-style-type: none"> <li>Responsibility; Courage; Authenticity</li> </ul> <p>Accountability</p> <ul style="list-style-type: none"> <li>Be engaged and contribute; Deliver outcomes</li> </ul> <p>Responsiveness</p> <ul style="list-style-type: none"> <li>Self-awareness; Flexible; Agile; Curiosity</li> </ul>
<b>Position Performance Indicators</b>
<p>As identified in the Strategic Plan and which will include measures relating to:</p> <ul style="list-style-type: none"> <li>promotion of the profession</li> <li>building the Professional Identity of Social Work and Social Workers</li> <li>driving membership growth</li> <li>supporting AASW initiatives such as RAP, events and campaigns</li> </ul> <p>To be developed and which are subject to change from time to time.</p>
<b>Key Areas of Accountability</b>
<b>Strategic alignment of service-delivery structures, policies, systems and processes</b>
<p>Ensure all areas of service delivery is in alignment with AASW's strategic objectives including:</p> <ul style="list-style-type: none"> <li>reviewing and aligning functional structures, processes and practices to reflect a customer-centred</li> <li>approach to service delivery, ensuring the most effective use of available resources/capabilities</li> <li>leading the review and development of policies and procedures governing branding, publications, communications and marketing processes</li> <li>ensuring all functional/service delivery processes are fully documented and reviewed on a cyclical basis as part of the process of continuous review and improvement, and</li> <li>the development and implementation of systems and processes which support information/data capture, analysis and reporting activities across the team.</li> </ul>
<b>Team Leadership</b>
<p>Provide strategic and operational leadership to the Publications and Communication Team, in addition:</p> <ul style="list-style-type: none"> <li>role model professional behaviours that reflect AASW staff values and behaviours</li> <li>lead, motivate and coach team members to apply, share and continually develop their knowledge, skills and expertise to achieve effective service delivery</li> <li>monitor and manage individual and team performance, providing regular feedback and guidance as part of AASW's performance review and development process.</li> </ul>
<b>Publications</b>
<p>To manage the production and distribution of AASW publications ensuring production and distribution is in accordance with contractual obligations, commercial goals and agreed protocols, in addition</p>

<p>managing and overseeing:</p> <ul style="list-style-type: none"> <li>• content development and optimizing commercial returns,</li> <li>• regular reviews and evaluation of impact, circulation and implementing continuous quality improvements,</li> <li>• effective commercial stakeholder relationships, and</li> <li>• the support and guidance to the Editorial Board and other external relevant stakeholders.</li> </ul>
<p><b>Brand Strategy</b></p>
<p>Coordination of branding, advertising, search engine marketing, search engine optimisation activities, campaigns, social media, web, production services and related marketing functions, including:</p> <ul style="list-style-type: none"> <li>• website development, maintenance and updates</li> <li>• content planning &amp; implementation across the website, social media &amp; eDMs</li> <li>• manage production and distribution of all branded marketing collateral including marketing automation, print, online and promotional material</li> <li>• manage end to end marketing projects</li> <li>• managing marketing budget</li> <li>• reviewing affiliate marketing opportunities</li> <li>• project management of all marketing initiatives, including development of comprehensive marketing calendar</li> <li>• the development of events and conference content production</li> <li>• manage the creation and collaboration of content for web pages, blogs, social media, monthly newsletters, case studies and various other advertising forms ensuring client engagement with quality and innovation content, and present ideas and information that supports key branding and reputation priorities.</li> </ul>
<p><b>Communications</b></p>
<p>To develop and implement the AASW Marketing and Communication Strategy and coordinate implementation across all relevant areas of the Association.</p> <p>In addition:</p> <ul style="list-style-type: none"> <li>• measurably grow the profile of the AASW as the leading commentator for the social work profession and relevant issues</li> <li>• generate, direct, and manage responses to, all media inquiries</li> <li>• oversee the production of extensive written materials including media releases, brochures, ads, member communications, reports and speeches</li> <li>• manage the Association and CEO social media accounts and content development</li> <li>• design and implement communications, content and publicity strategies that drive increased brand engagement with new and existing audiences and customer groups</li> <li>• effectively pitch, promote and publicise the Association to gain impactful media coverage</li> <li>• guide and guard brand to ensure that Association is positioned as a unique and leading social work voice, and</li> <li>• campaign management, often coordinating multiple campaigns at once.</li> </ul>
<p><b>Digital and Social Media</b></p>
<p>Develop and implement a Digital and Social Media Strategy that ensures the AASW is visible and influential, and our voice and messages have impact and are effective.</p> <p>In addition:</p> <ul style="list-style-type: none"> <li>• lead social media growth</li> <li>• develop a social media strategy that influences supportive commentary within the social sphere and membership</li> <li>• overseeing AASW social media accounts and Optimise web communications and marketing automation</li> <li>• analysing and actioning Search Engine Optimisation and Search Engine Marketing opportunities</li> <li>• social media management including scheduling, engagement &amp; advertising, and reporting on digital performance against agreed KPI's.</li> </ul>

<b>Stakeholder Engagement</b>
<p>Stakeholder engagement, both internal with various senior members of the Association and external with partners and media, graphic designers and advertising and creative agencies to coordinate communication and marketing plans for various campaigns, in addition:</p> <ul style="list-style-type: none"> <li>• provide support and guidance to the Editorial Board,</li> <li>• identify and develop stakeholder networks supporting AASW messaging across the membership, and</li> <li>• review and evaluate external AASW messaging improving profile and branch awareness.</li> </ul>
<b>General</b>
<p>Contributing to the team and the effective operations of the organisation which may include:</p> <ul style="list-style-type: none"> <li>• Undertaking alternate tasks as may reasonably be required from time to time to a professional standard;</li> <li>• Providing assistance to other employees as may be reasonably required;</li> <li>• Active involvement in quality and continuous improvements, and always seeking best practice in fulfilling your role.</li> </ul> <p>Support the AASW's Reconciliation Action Plan (RAP) implementing strategies set out in the RAP as they relate to key accountabilities, and as directed by the CEO.</p>
<b>Key Compliance Requirements</b>
<p>All AASW employees are required to:</p> <ul style="list-style-type: none"> <li>• Comply with all AASW policies, procedures and code of conduct.</li> <li>• Operate in accordance with relevant statutory and regulatory compliance obligations including: Work Health &amp; Safety, Privacy, Finance Management, Record Keeping and Equal Opportunity in employment and service delivery; and</li> <li>• Participate in relevant training and awareness programs relating to compliance obligations and areas of accountability.</li> </ul> <p>A police check and other checks may be required as part of the selection process or during your period of employment.</p>
<b>WHS Inherent Job Requirements</b>
<p>AASW will take all reasonable steps to accommodate the abilities and needs of all staff members and prospective staff members within the inherent job requirements of the role.</p> <p>The requirements may include:</p> <ul style="list-style-type: none"> <li>• Attendance, representing and public speaking at AASW functions and AASW approved events</li> <li>• Sitting or standing at a desk for extended periods of time</li> <li>• Manual handling</li> <li>• Use of computer screen for extended periods of time</li> <li>• Managing peak work demands</li> <li>• Undertake after hours work</li> <li>• Ability to undertake interstate airline travel if required from time to time</li> <li>• Communicating around emotive subjects involved in the social work sphere, such as mental health, child protection, disability, sexual orientation and family violence</li> </ul>
<b>Core Competencies and Capabilities</b>
<p>These competencies and capabilities are fundamental requirements.</p> <p><u>Personal Responsibility</u></p> <ul style="list-style-type: none"> <li>• Complies with the AASW Code of Conduct at all times.</li> <li>• Anticipates and adapts willingly to changing demands and situations.</li> <li>• Takes personal responsibility for awareness and compliance with all procedures, standards,</li> </ul>

- practices, and policies of the AASW in so much as they apply to the relevant position.
- Willingness to acquire new skills and willingness to undertake further training.

#### Regulatory Compliance – Safety, Health, Environment, Ethics and Privacy

- Assists in the provision of a safe and healthy workplace by identifying and responding to hazards in an appropriate manner.
- Ensures a strong awareness and compliance with Regulatory Standards to ensure ongoing privacy, safety, and security of stakeholders, and takes appropriate preventative measures to minimise the risk of adverse incidents.

#### Promotes and Communicates

- Promotes initiatives in their work area to ensure effective performance and achievement of the objectives.
- Promotes a team spirit and communicates effectively and professionally with fellow employees, management, members, suppliers, and service providers.

#### Service Quality and Efficiency

- Maintain service quality and efficiency and take part in quality assurance processes.

### **Key Selection Criteria**

#### **Essential Requirements**

- Tertiary qualification in Communications, Journalism, Marketing or Media or another relevant field
- 6+ years Marketing and Communications leadership experience
- Demonstrated brand management experience
- Demonstrated strategic brand communications capability
- Demonstrated brand-led publication relations
- Demonstrated ability to develop and executive marketing, communications and social media plans and deliver results
- Demonstrated experience of digital marketing and communications technologies
- Understanding of search engine optimisation principles and proven digital media and marketing automation skills
- Experienced people manager and leader with demonstrated capabilities of managing for effective performance outcomes including team capability and capacity building and managing employee engagement
- Highly organised with exceptional attention to detail, and the ability to prioritise tasks, monitor budgets, work autonomously and as part of a team
- Outstanding writing and editing skills and demonstrated experience in implementing effective communications and content plans
- Demonstrated skills in crafting persuasive and engaging content for a variety of audiences and channels
- Excellent knowledge of media and materials production, and communication and amplification techniques, including experience in producing email marketing campaigns
- Strong stakeholder relationship management skills
- Advanced skills in Microsoft Word, MS TEAMS, Google Analytics, Salesforce, Pardot, Canva, Hootsuite
- Business analytical skills, managing budgets and general business acumen

### **Approval**

Cindy Smith CEO		
	Signature:	Date:

### **Acknowledgment**

- I understand I may be required to undertake alternate tasks and duties as may be required from

time to time which are not listed in this statement, as directed by my manager.

- I will provide assistance to other employees as may be reasonably required.
- This position title, reporting line and duties may change in the future in accordance with changes to the organisation structure.
- I acknowledge and have read and understood this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability.

Employee Acceptance		
Print name:	Signature:	Date: