

Position Description	
Position Title:	Marketing and Communications Manager
Award:	Social, Community, Home Care and Disability Services Industry Award 2010.
Classification:	Social and Community Services Worker Level 8– Above Award.
Tenure Status:	Ongoing/fixed term.
Hours of work:	30.4 hours per week - 0.8 FTE (actual hours of work to be negotiated). Hours of work may be varied temporarily or permanently due to operational requirements, funding agreements and or/or service delivery demands.
Position Location:	PANDA's office is located in North Fitzroy. Flexible or remote working options may be negotiated.
Reports to:	Chief Executive Officer
Supervisor to:	Digital Communications Lead, Media and Content Lead, Training and Development Coordinator, Community Engagement and Participation Lead and Supported Playgroups Coordinator
Liases with:	The Leadership Team, Board Staff and Volunteers across the organisation and our external partners and stakeholders.

PANDA's Purpose
PANDA supports individuals and families across Australia affected by emotional and mental health difficulties during pregnancy and in the first year of parenthood. PANDA operates Australia's only National Helpline for individuals and their families to recover from perinatal mental illness like perinatal anxiety and depression, which affects up to one in five expecting or new mums and one in ten expecting or new dads and non-birth parents.

PANDA's Service Delivery

PANDA currently receives both Commonwealth and State government funding to deliver a range of services to families affected by perinatal mental health challenges and to provide education to professionals and the community. PANDA also undertakes a range of fundraising activities, generating additional funds required to maintain and improve services and programs.

PANDA's Vision

A society where perinatal mental health is valued and understood and where stigma and systemic barriers to seeking help no longer exist.

PANDA's Values

Accountability:	We take responsibility for our actions and are accountable to each other and our stakeholders, for our performance and integrity.
Collaboration:	We work collaboratively with others to share knowledge, skills and experiences.
Effectiveness:	We strive to be effective, make the best use of resources and encourage innovation.
Equity:	We are committed to overcoming discrimination and disadvantage and promote fair and just access to services and information.
Integrity:	We act with integrity and honesty and are guided by ethical and moral principles in all that we do.
Respect:	We treat people with respect and dignity at all times.

About this role

Reporting directly to the CEO, this position will span marketing and communications and our valued engagement with our community and key stakeholders. It will be responsible for building PANDA's marketing and communications strategy, ensure valued brand fidelity and integration with progressive communications and delivery across diverse stakeholder environments. Collaboratively leading the overall strategic and operational direction as a core member of the Leadership Team, this role will identify new opportunities for brand expansion while driving operational consolidation and development, as well as provide leadership to a dynamic team. The Marketing and Communications Manager will be a passionate marketing leader, who is digitally savvy and understands the importance of brand management and community voice in all of our communications.

Key Responsibilities	
	<ul style="list-style-type: none"> • Be a dynamic and brave leader who is committed to creating amazing communications that market PANDA across a number of varied channels. • Develop and implement PANDA's Marketing and Communications Plans in collaboration with your direct team and other team members across the organisation, including staff and volunteers. • Implement all marketing, brand and communication strategies and activities in line with the organisations purpose and values, supporting PANDA's goals. • Drive these strategies through multi-channel approaches, including content marketing, social media, events, digital campaigns, website content, sponsorship, marketing collateral and internal channels. • Develop partnership and fundraising opportunities and approaches. • Work closely with the Leadership Team to advise on best-practice strategies to identify opportunities, build relationships, and share evidence based content within PANDA and with our external audiences. • Oversee the development of engaging content for marketing collateral, content libraries, website and social media. • Be commercially minded but through a NFP lens for purpose. • Measure the effectiveness of activity through data analytics and experiential reporting, developing recommendations and strategies for further opportunities. • Drive integrated and high quality education and training content ensuring brand and message management. • Help lead consistent language and support other writing and communications projects, supporting business development and other initiatives, as required. • Develop internal communications campaigns with the Leadership Team develop effective and engaging internal communications. • Be PANDA's brand custodian and nurture and evolve our brand, ensuring all messaging is consistent and in line with organisational values and objectives. • Authentic leadership of a small creative and enthusiastic team.

Key Selection Criteria	
Essential	<ul style="list-style-type: none"> • Commitment to working in a values based leadership team that works collaboratively to drive outputs and outcomes for all, in collaboration with all staff. • Appropriate tertiary qualifications and/or 7+ years in marketing, communications and/or public relations. • Proven ability to deliver brand and marketing strategies, build and maintain strong and effective networks and relationships across a diverse range of stakeholders. • Proven experience managing a brand across internal and external touchpoints

	<ul style="list-style-type: none"> • Experience working with the media and journalists. • Excellent oral and written business communication skills and outstanding interpersonal skills. • Excellent customer service ethic and high expectations for quality. • Understanding of effective project management and creative collaboration working within a small team. • Exceptional time management skills; must be able to apply quick, independent judgment and problem-solving when necessary; ability to work on concurrent projects with tight deadlines. • Experience in web content management, HTML and email marketing, social media engagement across multiple platforms (twitter, Facebook, LinkedIn). • Advanced skills in MS Office (Word, Outlook, Excel, and PowerPoint) and experience with CRM systems. • Dynamic, decisive, self-motivated and open-minded.
Desirable	<ul style="list-style-type: none"> • Experience working in an organisation where collaborating with people with lived experience is valued. • Experience working within a mental health/ health organisation. • Creative design skills.
Personal Qualities:	<ul style="list-style-type: none"> • Honest and authentic. • Curious collaborator. • Values and purpose based. • Committed to people and their development.

Skills, Qualifications and Experience
<ul style="list-style-type: none"> • Tertiary qualification in Marketing, Communications, Public Relations or related field, and a minimum of 7+ years' experience • Proven experience with digital media management including implementing comprehensive marketing and communications strategies and plans • Ability to manage budgets across multiple projects ensuring best value outcomes for PANDA and out community • Understanding of web analytics, ability and affinity toward data interpretation and monitoring • A strong understanding of perinatal or other mental health, and how a strong communications and marketing strategy can support communities to activate and access the right supports at the right time.

Health and Safety Responsibilities

All staff are required to take reasonable care for their own health and safety, and the health and safety of others who may be affected by their conduct.

Employee Name

Employee Signature

Date

Reviewed: 8 July 2021