



Position Description

Communications Manager

POSITION TITLE:	Communications Manager
POSITION TYPE:	Full time
CATEGORY:	Manager/Technical Specialist (B)
STREAM:	Development & Supporter Engagement
LOCATION:	Melbourne or remote
REPORTS TO:	Director of Development
NUMBER OF DIRECT REPORTS:	1 – Communications Coordinator

Organisational overview:

Animals Australia has earned a global reputation as leaders in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

VISION

A world where kindness, compassion and respect extend to all living beings

PATHWAY

We illuminate the pathway to a kinder world for all

OUR APPROACH

Achieving our vision requires a profound shift in humanity’s thinking: how humanity perceives itself its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

- Ignite an evolution of human thought that will heal the human-animal relationship
- Evoke awe, reverence and respect for nature and our fellow species
- Inspire and empower humanity to live from our highest potential and noblest instincts
- Live our values and vision and embody the change we wish to see in the world



Our vision is a world where kindness, compassion and respect extend to *all* living beings.

Position purpose and context:

<p>STREAM:</p>	<p>This position sits within the Development & Supporter Engagement Stream and works across the organisation’s public-facing functions particularly the Digital Advocacy Stream. The Development & Supporter Engagement Stream is responsible for engaging Animals Australia’s audiences across multiple platforms to ensure revenue growth and non-financial advocacy action to sustain continued operations and create meaningful change for animals.</p>
<p>POSITION PURPOSE:</p>	<p>As a technical expert, the Communications Manager utilises their in-depth knowledge of strategic communications, advocacy, campaigning, fundraising and Animals Australia’s donor and supporter base to create change for animals.</p> <p>The Communications Manager plays a key role in leading Animals Australia’s digital advocacy work, develops donor engagement strategy and is accountable for key written supporter communications. They work closely with the Campaigns and Digital Advocacy Streams to inspire and mobilise supporters to take action for animals.</p> <p>The Communications Manager works closely with the Director of Development, Relationships Manager and Donor Development Manager to effectively implement the Development & Supporter Engagement communications strategy with the key goal of acquiring, retaining, engaging and growing the Animals Australia donor base.</p>
<p>KEY STAKEHOLDERS:</p>	<ul style="list-style-type: none"> ▪ Donors and supporters (existing and potential) ▪ Animals Australia employees and contractors ▪ External stakeholders including other animal protection groups in Australia and internationally ▪ External service providers such as creative agencies, consultants and print/mail providers
<p>PRIMARY RESPONSIBILITIES:</p>	<ul style="list-style-type: none"> ▪ STRATEGY AND PLANNING <p>Develop communications strategy to engage, retain and acquire donors, and inspire action takers, in consultation with Director of Development and Campaign Director.</p>

Position purpose and context (continued):

PRIMARY RESPONSIBILITIES
(CONTINUED):

Collaborate with Donor Development Manager, Relationships Manager and other team members to execute donor communications strategy.

▪ **PROJECT MANAGEMENT:**

Lead and be accountable for multiple Development & Supporter Engagement communications major projects such as annual report, supporter newsletters and mail appeals; and advocacy and campaigning content as needed; delivering projects on time and budget – managing stakeholders as needed. Lead liaison with other areas of org (e.g. Campaigns, Digital Advocacy) to ensure effective collaboration and consistency across all Animals Australia communications.

▪ **CONTENT CREATION:**

Produce exceptional written communications tailored for a variety of supporter and donor audiences and platforms, including donor updates and progress reports, engagement emails, fundraising appeals and advocacy call to actions. Develop creative content that inspires, engages and resonates with the Animals Australia supporter base, and encourages them along a journey to help achieve our vision for a kinder world. Lead key stakeholders to manage and update web content as needed.

▪ **RESEARCH AND SYNTHESIS**

Lead on researching complex topics and effectively communicating key messaging and actions for Animals Australia and supporters. Ensure that all published communications are well-grounded in robust research.

▪ **ANALYSIS, MONITORING AND EVALUATION**

Undertake regular and rigorous reviews of communications pieces to identify and enhance performance of each. Meet annual fundraising response

Position purpose and context (continued):

<p>PRIMARY RESPONSIBILITIES (CONTINUED):</p>	<p>targets (e.g. supporter/donor emails and offline mail piece response rate). Measure, analyse and plan communication strategies using various analytics platforms to monitor communications effectiveness including in live time to amend accordingly for optimised results. Provide expertise to other team members to optimise communications and advocacy outcomes.</p> <ul style="list-style-type: none"> ▪ MENTORING AND TRAINING: <p>Guide and support the Communications Coordinator and other team members to produce exceptional and effective donor and supporter engagement, fundraising and advocacy content.</p> <p>Foster a culture of excellence by supporting, coaching and training colleagues to ensure that all donor and supporter communications are best quality.</p>
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Role requirements:

<p>ATTRIBUTES:</p>	<ul style="list-style-type: none"> ▪ VALUES: <p>Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative.</p> <ul style="list-style-type: none"> ▪ OUTSTANDING COMMUNICATION SKILLS: <p>Strategic communications expertise. Ability to quickly develop a deep understanding of Animals Australia’s audiences, voice, messaging, theory of change and communications platforms both web-based and in print. Exceptional writing skills with extensive experience developing highly effective written communications in a variety of styles and tones for diverse audiences and mediums. Responsibility to ensure accurate content.</p>
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Proven ability to research, understand and distil complex information into clear, effective and engaging communication

▪ **STRONG INTERPERSONAL & RELATIONSHIP SKILLS:**

Proven ability to build rapport and communicate effectively with a wide variety of people - anticipating stakeholder needs and expectations, and identifying and managing risks. The confidence and resilience to handle rigorous review processes with multiple stakeholders at one time, and to show courage in provision of advice. Demonstrated strong ability to work collaboratively with multi-disciplinary teams to achieve results that are 'more than the sum of their parts'.

▪ **SELF-MOTIVATED, WELL ORGANISED AND EFFICIENT:**

Proven ability to deliver exceptional outcomes with a high degree of autonomy. Excellent time management, organisational and planning skills to effectively deliver multiple significant communications projects simultaneously and throughout the year with different priorities, stakeholders and deadlines. Demonstrated experience balancing projects with emerging opportunities – successfully delivering quality results on time and on budget. Tenacious and driven – with a high degree of initiative.

▪ **CREATIVE AND INNOVATIVE:**

A strategic leader able to 'see the big picture' and execute the details. Creative thinking, resourcefulness with the ability to think laterally to problem solve effectively. Curious with a demonstrated commitment to lifelong learning and continuous improvement.

Proven ability as a compelling storyteller, to write creatively and evoke emotional response

▪ **TECHNICAL SKILLS:**

Demonstrated understanding of digital content and writing for web.

Data analytics skills including SEO strategies and email analytics. Strong computer skills particularly with the Microsoft Office Suite, Adobe Suite, CMS use and CRM

database management. Good eye for design and its relationship to copy.

Knowledge of animal welfare laws and codes, systems and processes, or the ability to quickly acquire this. An understanding of the Australian political landscape as it relates to animal welfare, or the ability to quickly acquire this.

DESIRABLE:

- Experience in a similar role/organisation for example working in a fundraising environment and/or the not-for-profit sector.
- Relevant tertiary qualification e.g. Marketing/Communications/Writing
- Understanding of advocacy, campaigning and fundraising strategies, execution and analysis
- Direct mail project management

Role requirements (continued):

The way we work is as important as what we do. The Animals Australia Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.

Animals Australia Values:

- **INTEGRITY:**
We are considerate and act honestly and ethically at all times
- **COMPASSION:**
We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices
- **COURAGE:**
We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice
- **INNOVATION:**
We explore and create dynamic new approaches and strategies to bring about change
- **INCLUSIVITY:**

VALUES:

We understand that a kinder future depends on diverse and inclusive collaboration

▪ **COMMITMENT:**

We are relentless, dedicated, agile and resourceful

Role requirements (continued):

OTHER RELEVANT INFORMATION:

Animals Australia supports a work/life balance and encourages flexible work arrangements.

Our head office is based in Melbourne, however our team work mostly remotely. The incumbent of this role is welcome to work remotely and/or from our office in Melbourne. Given the nature of the role, they must be able to work effectively to an Australian timezone.

Agreement and acceptance:

EMPLOYEE NAME:	
EMPLOYEE SIGNATURE:	
DATE:	
MANAGER NAME:	
MANAGER SIGNATURE:	
DATE:	