



Position Description
Communications Manager

March 2023

General Details

Title: Communications Manager	Classification:
Reports to: Chief Executive	Industrial:
Program/Unit: Engagement	Direct Reports: Digital Media and IT Officer

Role Purpose

The Communications Manager drives COTA SA's core purpose of connecting and engaging with older South Australians, through the effective development and implementation of COTA SA's integrated communications and stakeholder engagement strategy. The Communications Manager works across the organisation to increase awareness and perceptions of the COTA SA brand, promote our programs and services, and contribute strategic communications and engagement expertise to our Policy and Advocacy team. They use strategic marketing and stakeholder engagement initiatives to grow the supporter base for our organisation, with responsibility for developing a positive and actively engaged stakeholder community of customers, members, social media followers, corporate supporters, event sponsors, advocates and the media. The Communications Manager is involved in all official communications between COTA SA and its community, bringing contemporary marketing and engagement expertise to management of the website, online and offline publications, social media, public relations, media relations, advertising, direct marketing and events.

Function	Key Responsibilities
Strategic Communications Management	<ul style="list-style-type: none"> • Develop, implement and manage an integrated communications strategy for COTA SA to enhance the COTA SA brand, reputation and image, promote programs, support policy positions and other organisational priorities, in support of the Strategic Plan, including through management of COTA SA's: website, online and offline publications, social media, public relations, media relations, advertising, direct marketing, events and other channels. • Provide strategic communications advice and assistance to the Chief Executive, Managers and staff on appropriate strategies to achieve organisational goals. • Lead overall brand management of the COTA SA brand (in alignment with COTA Federation branding guidelines) and of its sub-brands including: Strength for Life, The Plug-in, Rainbow Hub and Fleurieu Neighbourhood Network. • Work closely with COTA SA's public relations consultants and staff to generate optimal media coverage within agreed scope. • Proactively produce written and digital content, including video, that can be adapted for publication across COTA SA's owned and third-party publications and channels. • Plan and manage communications resource allocation including budgets, staff and external contractor engagement. • Manage the planning, monitoring and regular reporting on communications activities and outcomes.
Stakeholder Engagement	<ul style="list-style-type: none"> • Develop communications and engagement strategies to enable COTA SA to reach and connect with a growing population of 700,000 South Australians aged 50+. • Use strategic marketing and customer relationship management initiatives to expand and diversify COTA SA's community database of older South Australians and their supporters, to maximise opportunities for engagement and impact. • Event manage COTA SA's flagship annual event for the UN International Day of Older Persons, secure corporate sponsors to cover costs, and provide direction to staff so as to secure speakers and professionally present the event in a way that enhances our brand profile and engages new and existing stakeholders. • Initiate and deliver marketing and business development strategies to build our various membership and subscriber groups, including management and growth of our corporate COTA Supporters group, and securing corporate sponsors for events when appropriate.

	<ul style="list-style-type: none"> Take responsibility for managing our corporate supporter community by developing, maintaining and expanding relationships including with COTA Supporters and event sponsors.
Operational Management	<p>Contribute to effective and efficient operational management within COTA SA including through:</p> <ul style="list-style-type: none"> The ongoing development and review of policies, procedures and systems in line with our Quality Management and Improvement framework. Ensuring data is appropriately managed in line with Australian Privacy Principles. Preparing reports on communications and engagement activities, including for the Board. Undertake other duties within your level of competence and training and consistent with objectives of this role. Ensure personal compliance with WHS requirements including undertaking action to identify and minimise risks and taking appropriate remedial action when incidents occur and hazards are identified.
COTA SA team culture	<p>Show a commitment to COTA SA values: Respect, Diversity, Equity, Collaboration, Integrity, Independence.</p> <p>Show a commitment to upholding the expectations of all COTA SA staff:</p> <ul style="list-style-type: none"> Customer Service: Build effective relationships with a range of key stakeholders and work successfully with diverse groups. Team Development: Work collaboratively with team members Positive Disposition: Model professionalism, adopt high ethical and professional standards, instil confidence and trust among team members. Self-Awareness: Understand own strengths and weaknesses as well as impact on others; open to feedback from others. Personal Well-Being: Exhibit a personal energy to achieve success and maintain a healthy lifestyle. <p>Comply with the COTA SA Code of Conduct, Service Charter and Organisational Policies.</p>

Selection Criteria

	Essential	Desirable
Training/Qualifications	<ul style="list-style-type: none"> A degree in marketing, communications, journalism or other related discipline, or equivalent work experience 	
Experience/Knowledge	<ul style="list-style-type: none"> Demonstrated success in a communications and engagement role Proven ability to develop and implement communication plans that encompass multiple projects and brands Comprehensive understanding and aptitude with all forms of contemporary media Current knowledge in the areas of social media, media production, communication and dissemination techniques including creative and alternative methods to inform, engage and entertain a diverse audience Proven success developing simple but effective video content using recorded footage, imagery and brand assets. Understand COTA SA's owned channels, the voice and how to best leverage various types of content to reach and engage existing and new audiences. 	<ul style="list-style-type: none"> Demonstrated success in a communications role in a NFP, community or membership organisation Knowledge of Craft CMS

Skills/ Abilities	<ul style="list-style-type: none"> • Strong written and verbal communication skills with the ability to present information simply and clearly to a range of audiences • Highly developed communication, organisational, analytical and conceptual abilities • Ability to proactively stay abreast of current affairs and identify relevant opportunities to add value to public conversations and contribute comment from COTA SA. • Advanced time management skills and ability to work under pressure and to meet deadlines • Ability to work autonomously within a team environment • Outstanding internal and external customer service orientation 	<ul style="list-style-type: none"> • Proficient use of the Adobe Creative Suite (particularly InDesign)
Licences/ Certificates	<ul style="list-style-type: none"> • A satisfactory National Criminal History Record Check • Unencumbered South Australian Driver's Licence 	

Special Conditions

- The position is offered 0.8 FTE permanent part-time.
- Based in COTA SA's Hutt Street Adelaide office.
- Some travel intrastate will be required; some travel interstate may be required.
- Remuneration will be negotiated with the successful applicant based on skills and experience, and will include 10.5% superannuation and access to salary packaging arrangements.
- The position will be subject to an initial 6-month probationary period and regular performance reviews
- The position is subject to satisfactory compliance with COTA SA's Code of Conduct, Service Charter and organisational policies and procedures including satisfactory National Police Clearance.

Supervisor Signature: _____

Print name: _____

Date: _____

Employee Signature: _____

Print name: _____

Date: _____