

REACH

MANAGER
MARKETING &
COMMUNICATIONS

POSITION:

Manager, Marketing & Communications (full time)

RESPONSIBLE TO:

Head of Fundraising & Marketing

DIRECT REPORTS:

2x Coordinators – Graphic Designer and Digital

CONTACT DURATION:

Permanent

Being young is not without its struggles. Today's world is pretty complex and young people can experience a bunch of challenges that adults might not be able to relate to. One of the biggest hurdles is just having the confidence and support to be who they want to be.

There are currently over 4 million young people living in Australia, and Reach works with over 40,000 of them a year. We have over 250 of them working for us; designing and delivering workshops in schools and the community. Our workshops are 100% youth-led, from design through to delivery, and the community we create out of these workshops is one that allows for deeper connection, a sense of belonging, and the dispelling of judgements. A preventative, instead of having to focus on symptoms in adult life.

OUR VISION

Generations of confident self-aware and passionate young people shaping the world.

OUR VALUES

STAY YOUNG:

Being young is awesome and we need to hold onto that; our innocence, our risk taking and our love of life.

GIVE A SHIT:

Always give a shit by caring about yourself and others. Stay curious, challenge yourself and always look for what's under the surface.

BE YOUR WORD:

If you say you're going to do it, then do it.

SPEAK YOUR TRUTH:

If you have something to say then say it, even if it might be the unpopular opinion. Just be yourself, don't conform.

PRACTICE THE MAGIC:

Create moments of pure connection that give you goose bumps.

INSIDE AND OUT:

Live our work. Champion our values inside and outside the walls of Reach.

PURPOSE OF POSITION

Reporting to the Head of Fundraising & Marketing, the Manager, Marketing & Communications leads a small but dynamic Brand, Marketing and Communications team.

The role plays a key role in managing all marketing and communication activities for business units within Reach, as well as implementing aspects of the overall brand, marketing and communications strategy. The role is accountable for coordinating, producing and delivering quality and timely marketing communications, and managing key software platforms and online assets. The incumbent will work closely with the Fundraising team to support and deliver Reach's fundraising appeals, campaigns and other activities throughout the year, and with other Reach teams (such as Programs, Wake, Learning & Development) in support of their external marketing and communication needs. The role will also collaborate with Reach's crew, the young people who design and deliver all Reach's workshops, to ensure the brand remains relevant to young people and reflects Reach's values and purpose.

The purpose of the Marketing and Communications team is to promote the important work of Reach to inspire and solicit donations, attract more young people to participate in our innovative youth-led workshops and to spread our vision; Generations of confident, self-aware and passionate young people shaping the world.

The combined Fundraising and Marketing team is the engine that drives and brings our funding to life through our innovative programs for young people. We build strategic partnerships across the corporate, community and philanthropic sectors by engaging our stakeholders and inspiring the wider community through compelling story-telling of our important work. Reach benefits from loyal, long-standing support because of our focus on mutually-beneficial relationships with high levels of engagement in Reach.

POSITION

ACCOUNTABILITIES

- In consultation with the Head of Fundraising and Marketing, develop and execute Reach's brand, marketing and communications plan
- Support Reach's fundraising campaigns and appeals to ensure they are effective, delivered on time and within budget
- Supervise, mentor and support the Digital Marketing & Communications Coordinator and Graphic Designer to deliver the marketing and communications plan
- Develop and maintain appropriate planning and administration structure to manage marketing and communications activities
- Build and manage internal relationships to support their marketing and communications plans, achieving important organisational goals
- Build and manage relationships with external parties to ensure they meet service expectations
- Ensure Reach's digital platforms and accounts effectively support Reach's marketing and communication activities and brand strategy.

Support Reach's brand, marketing and communications plan

- Develop and manage the implementation of key aspects of the plan
- Contribute to monitoring the effectiveness of the plan, through identifying and managing key performance indicators and developing reports
- Develop and promote tools, processes, systems and training to support external stakeholders (partners, suppliers) to fulfill brand and marketing-related activities and projects
- Assist in the development (including copywriting) and production of on-brand organisation-wide marketing and promotional collateral including annual reports, press releases and media kits, case studies, brochures, fliers, etc.
- Manage Reach's image library, ensuring consent records are up to date
- Manage relationships with key suppliers including designers, printers, photographers, video production, advertisers, promoters, technical support etc.
- Develop, manage and report on specific marketing and communications budgets.

Support Reach Fundraising campaigns, appeals and activities

- Provide Fundraising with marketing and communications coaching, collateral development and support to ensure the fundraising activities are compelling, on brand and achieve budget
- Develop and coordinate the production of bold and on-brand fundraising collateral.

Support Marketing and Communications plans of Reach business units

- Provide business units with marketing and communications expertise, coaching and support for developing and implementing marketing and communications plans, ensuring they are engaging and relevant
- Develop and coordinate the production of bold and on-brand collateral to market and promote Reach, events, workshops etc., aligned with marketing and communications plans.

Oversee digital content management

- Oversee the maintenance and updating of the Reach website, in line with the web management processes, as delivered by the Coordinator, Digital Marketing & Communications
- Develop the content for email marketing campaigns, including regular eDM newsletter updates.

Accountability and organisational commitment

- Maintain an up to date understanding of, and commitment to, Reach's philosophies, workshops and messages at all times and be able and willing to advocate for Reach, as opportunities arise.
- Actively comply with Reach's Code of Conduct, HR and OH&S policies and programs, which include staff members accepting responsibility for taking reasonable care of their own health and safety and the health and safety of others.
- Prepare and deliver organisational reporting as required by the Head of Fundraising and Marketing
- Other activities as required by the Head of Fundraising and Marketing.

KEY SELECTION CRITERIA

QUALIFICATION / EXPERIENCE

- Relevant tertiary qualification (Marketing, Public Relations, Communications, Journalism, Media).
- Experience in visual design (Photoshop, Illustrator and InDesign).
- Experience in effective marketing and stakeholder management in fundraising, corporate partnerships and campaigns
- Experience in team leadership and line management

SKILLS

- Excellent communication skills (verbal, written and online) and presentation skills
- Strong people and project management ability and administrative skills
- Strong organisational and time management skills with the ability to multi-task
- Accuracy and high levels of attention to detail
- Highly developed relationship building/interpersonal skills and strong customer service orientation
- Creativity and the ability to think laterally and produce impactful collateral that aligns with Reach's brand
- Demonstrated capacity to work autonomously and the skills required to work as an integrated member of teams
- Computer literacy (Web, social media, Excel, Word, PowerPoint, Databases, Outlook)

VALUES / ATTRIBUTES / ATTITUDE

- Commitment to the shared values and philosophies of Reach, including being open and willing to engage authentically in Reach's work
- Positive, constructive, "can-do" attitude
- Resilient and optimistic
- Possessing a "growth mindset" and an openness to change
- Strong teaming orientation with ability to be a great team contributor
- Ability to work to deliver numerous after-hours events

ADDITIONAL INFORMATION AND REQUIREMENTS

- This position is based primarily at the Dream Factory, Collingwood. Some travel may be required to various locations throughout metropolitan Melbourne/Sydney and regional areas.
- Any offer of employment at The Reach Foundation is subject to a satisfactory Working with Children Check, identifying Reach as your employer, prior to starting employment at Reach and satisfactory National Police Records Check.
- The incumbent must hold a current Driver's License for an Australian state and have access to a private vehicle for work use. Travel expenses can be reimbursed in accordance with Reach's Travel and Expenditure Policy.
- Some after-hours work will be required for this role. Time in Lieu arrangements are in place, to compensate for the working environment and subsequent working hours that may be expected outside of standard business hours.
- Salary packaging arrangements are available to all Reach permanent and fixed term contract employees.

HOW TO APPLY

Our application process has 2 parts. BOTH must be provided if you want your application to be **considered**.

PART 1 (screening)

Provide answers to the following questions in a separate Word document with your name included:

1. What are the key ingredients to having a holistic and successful marketing function in the not-for-profit sector?
2. Describe a time when you've gone on the Hero's Journey in your own life.
3. Why Reach?
4. Why are you looking to change roles at this point in your career?
5. What are your salary expectations and notice period (if applicable)?
6. Do you consent to Reach holding your personal information on file?

PART 2 (CV and key selection criteria)

Provide your CV and a cover letter **explicitly addressing all Key Selection Criteria in the attached PD** (Qualifications/Experience; Skills; Values/Attributes/Attitude).

Email all documents to recruiting@reach.org.au, using the subject line: "Manager, Marketing & Communications application – YOUR NAME".

Questions can be directed to our Head of Fundraising & Marketing: Tyler Juel
(tyler.juel@reach.org.au).

Applications close: Thursday 6th June 2019 at 11pm.

WHY WORK AT REACH?

We are an inspirational and dynamic youth not-for-profit organisation that maintains a strong youth voice throughout our organisation.

Reach has a vibrant and collaborative culture where people are energetic and passionate about making a difference in the lives of young people to help them reach their full potential.

At Reach, we encourage our people to develop skills and to grow within the organisation. Also, our people have access to a range of competitive staff benefits and the opportunity to work in a creative and fun workplace with like-minded people working both independently and as part of a team.

Overall, we are constantly striving to encourage our own people and all young people, no matter what their circumstances, to achieve their dreams.

MAKING A DIFFERENCE – THE REACH BRAND:

- We value people being real and honest with each other.
- We encourage people to think about and do things differently.
- Reach is a strong and well-known brand in the NFP sector with the support of large corporate partners.
- We are a progressive employer which embraces diversity and equality.
- Reach is built on a positive youth development model, promoting well-being by creating safe and supportive spaces where young people can share their stories and experiences, improve their self-awareness and build deeper, more meaningful connections.

FUN WORKPLACE:

- Our workplaces are creative and vibrant.
- Reach has a “young energy”.
- Staff, volunteers and visitors find Reach to be a warm and friendly environment.
- Our workplace vibe is fun with a lot of laughter, music and fun activities in the office.
- There are fun opportunities with other employees at camps and internal training sessions.
- Our open plan offices enable good contact and easy access to other employees.

GROWTH ORIENTED AND INSPIRING:

- We encourage people to follow their dreams, no matter what their circumstances.
- Reach encourages individuals to develop skills, careers and growth within the organisation.
- There are growth opportunities for crew and volunteers with suitable skills and experience to progress to staff roles.

OPEN COMMUNICATION AND SUPPORT:

- Our environment is very collaborative.
- Supportive peers and managers frequently celebrate small wins and group success.
- Managers are supportive of employee’s personal and professional goals.
- Managers are responsive to employee’s ideas and issues.
- Good communication systems enable employees to know what is happening at all levels of the organisation.

PEOPLE AND CULTURE:

- Employees are encouraged to be authentic and to be open with others.
- Our people are young at heart with lots of energy, enthusiasm and drive.
- Reach people are like-minded in terms of their interest in helping people to realise their full potential.
- We have a collaborative and supportive culture with ongoing celebrations and activities.
- There are opportunities to be creative at Reach, and creative things happen around you all of the time.
- Reach feels very much like working within a family business with family and friends.
- Reach's culture is vibrant and collaborative, and is built around the Reach values: Stay Young, Give a Shit, Be Your Word, Speak Your Truth, Practice the Magic, and Inside and Out.

EMPLOYEE BENEFITS

- Salary packaging increases the take home cash for staff via general expenses, meal and travel and hire, lease and entertainment packaging options.
- Our Employee Assistance Program offers free, confidential counselling for staff and their family members.
- We support good work-life balance for our people.
- We have a number of flexible work arrangements: for example, self-funded leave (up to extra 4 weeks per year; compressed work week; part-time roles).
- Paid study leave is available to our staff.
- We have a staff learning program for work-related development.
- Our staff can attend Reach programs.
- Our managers are supportive surrounding return-to-work following maternity leave.
- Reach offices (VIC and NSW) are easily accessible via transport links and close to shops and cafes.