

The Reach Foundation

HEAD OF MARKETING & COMMUNICATIONS

- Fantastic Not-for-Profit Organisation
- Central Office (Collingwood)
- Newly Created Senior Role

An exciting full-time Senior Marketing & Communications opportunity exists for a highly-skilled professional to join the Reach team in our Melbourne office.

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 thousands of them a year. We have the best of the best 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 MISSION

Supporting young people to discover their power.

WHO ARE THE CREW?

The Reach Crew is a group of young people who are committed to creating, designing, and delivering experiences for other young people to learn more about themselves, connect with others and be their best selves. The Reach Crew consists of both volunteers and casual employees.

WHO ARE YOU?

*Minimum 8+ years Marketing and Communications experience **(essential)**

*Previous experience working within a Not Profit organisation **(desirable)**

*Degree Qualified in Marketing and Communications

*Must have the right to live and work in Australia.

Reporting to the CEO and a part of the leadership team, the Head of Marketing & Communications will use their imagination and skills to show Reach off the way it should be! Working within a small team and across the organisation to ensure our vision, brand and strategy is clearly articulated, understood and embraced internally and externally.

You will be passionate about young people and the community, thrive on chaos and be ready to roll up your sleeves to ensure you give your best.

It is an exciting time at Reach as we look well in the future with our newly implemented strategic plan to support young people to thrive through building social and emotional wellbeing connections and aspirations.

REACH

Some of the key selection criteria for this role are:

- Lead, develop and implement integrated marketing and communication strategies *
- Oversee the tactical execution of marketing campaigns
- Develop and execute Reach's external relations and brand strategy *
- Utilise highly proficient written communication skills to take a hands on role in copywriting and proofing marketing materials as and when required
- Lead Reach's digital strategies and guidelines
- Lead and develop a team *
- Partner with Reach's fundraising team for campaigns and appeals to ensure they are effective, delivered on time and within budget
- Provide cross organisational marketing and communications expertise, coaching and support
- Lead and develop and coordinate the production of bold and on-brand collateral to market and promote Reach, events, workshops etc., aligned with marketing and communications and fundraising plans *
- Oversee the maintenance and updating of the all our content & social channels in line with our policies and processes
- Lead and develop the content for all marketing campaigns, including regular eDM newsletter updates

To be considered for this position please attach your resume along with a selection criteria noting any points with (*) to be discussed

Please note: Any offer of employment will be subject to a satisfactory Working with Children check identifying Reach as your employer prior to starting in the role, and National Criminal History Check.

Reach is a child safe organisation and is committed to fostering a diverse and inclusive community of staff, crew and volunteers - a place where we can be ourselves and succeed on merit. As well as a comprehensive range of policies to protect the safety of young people, we offer a range of family friendly, flexible and inclusive employment policies to ensure that all people we work with are respected and valued, whatever their background.

The application form will include these questions:

- Which of the following statements best describes your right to work in Australia?
- How many years' experience do you have in a marketing role?
- Do you have experience working in the not-for-profit sector?
- What's your expected annual base salary?
- What's your highest level of education?