

POSITION DESCRIPTION

Job Title	Communications Manager
Reporting To	Chief Executive Officer (CEO)
Employment	Full time, ongoing
Number of Direct Reports	Nil
Decision Making Authority	As directed by the CEO and as per the Gardiner Foundation Delegation of Authority Framework
Job Purpose	To develop and implement Gardiner Foundation's corporate communications strategy aligned to the strategic plan.
Key Responsibilities	<ul style="list-style-type: none"> • Develop, implement, and report on Gardiner Foundation's communications strategy and communication activities that enable and highlight the success of the 5-year corporate strategic plan. • Seek and develop opportunities to use Gardiner Foundation's communications to highlight the importance of the Victorian dairy industry and Victorian dairy communities with particular emphasis on the stories of the 'people in dairy'. • Manage: <ul style="list-style-type: none"> ○ Gardiner Foundation's communications utilising; all forms of media, podcasts, video, website, newsletters, speeches, reports and branding. ○ the development of the Annual Report and other communications documents. ○ the design of marketing collateral. ○ the maintenance and updating of the Gardiner Foundation website. ○ the development of investment impact reports. • Research, develop, write and disseminate Gardiner Foundation's communications content. • Develop speeches and/or guide members of the Gardiner Board and team on speeches required for key events.

	<ul style="list-style-type: none"> • Ensure consistent use of corporate branding across internal communications, supporting documentation, events and presentations. • Monitor, analyse and report on media activity. • Support the development and management of media policy and guidelines. • Advise on key messaging. • Collaborate with external stakeholders and media to distribute communication content. • Proactively build strong relationships with key industry media. Represent the Foundation at industry and community conferences, seminars and workshops throughout Victoria engaging in content and with key stakeholders to build communication material as required. • Any other duties as directed by the CEO.
Key Result Areas	<ul style="list-style-type: none"> • The writing and production of high-quality content, tailored to chosen audiences and appropriate communication channels. • Effective partner collaboration in content creation and dissemination. • Productive internal and external working relationships. • High quality and professionally executed communication strategies. • Capable stewardship of the Foundation’s reputation and stakeholder engagement.

Key Relationships	<p>Working closely with all Gardiner Foundation staff and collaborating with communication peers, industry stakeholders and members of Victorian dairying communities.</p>
Education & Experience	<ul style="list-style-type: none"> • Tertiary qualifications in journalism, communications, public relations, or 10+ years equivalent experience. • High quality writing skills and ability to adapt style and tone to suit different audiences and communication channels. • Communications experience across a range of media platforms; print, television, radio, podcasting & video. • Proficiency in digital communications tools, platforms and technologies. i.e. Microsoft Office, Wordpress, major social media platforms, Adobe Creative Suite, Mailchimp, MailerLite, Isentia and Typeform.

Personal Qualities	<ul style="list-style-type: none"> • A passionate for rural and regional communities and a willingness to proactively engage with the 'people in dairy'. • High level interpersonal skills and proven ability to work collaboratively and liaise with industry and community stakeholders at all levels. • Exceptional written communication skills. • Ability to prioritise and multi-task. • Self-sufficient, self-motivated and a strong attention to detail. • A current Australian driver's licence is essential.
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Signatures:

Employee		Date /...../2023
Chief Executive	Allan Cameron Chief Executive Officer/...../2023