

Marketing, Communications & Events Lead for Peak Organisation

Association of Children's Welfare Agencies (ACWA)

The Association of Children's Welfare Agencies (ACWA) is the NSW peak body representing non-government agencies delivering services to vulnerable children and young people and their families. We work with our members, partners, government and non-government agencies and other peak bodies to bring about positive systemic reform that will deliver better outcomes to the lives of children and young people, including those living in out-of-home care.

A core component of our work is delivering high-quality learning and development to the human services sector through the Centre for Community Welfare Training (CCWT).

The Marketing, Communications and Events Lead will be responsible for delivering exceptional promotional and engagement outcomes across all areas of the organisation.

Key Relationships

Internal: CEO and Director CCWT
Executive Officer
Business Development Manager
Sector Development team
Learning and Development team
Support staff, including Graphic Designer, IT and Applications Support

External: Statewide ACWA members
The Department of Communities and Justice
Other PEAK Bodies including AbSec, Fams, CREATE, Youth Action, YFoundations and NCOSS
Office of the Children's Guardian
Advocate for Children and Young People

Reports to CEO

Key Responsibilities

Marketing and Communications Strategy

- Lead a review process of all existing ACWA / CCWT marketing and communications collateral and tools to identify gaps, organisational needs and areas for improvement.
- Develop and implement a marketing and communications strategy including web, EDM, social media, print and face-to-face, marketing and branding to further ACWA's objectives, particularly the marketing and promotion of our training and assessment offerings.
- Lead an Events program throughout the year ensuring that members and relevant stakeholders are engaged, and feedback is incorporated.

- Lead a review and redesign process of ACWA / CCWT website to enhance user experience and drive engagement.

Content

- Design, write and develop engaging digital and print marketing collateral, ensuring alignment with ACWA values and style guide. This will include, but is not limited to, the writing and design of ACWA brochures, factsheets, flyers, presentations and content for all communication platforms including website, newsletters, publications and social media.
- Drive the design, development and production of ACWA's Annual Report.
- Contribute to the design, implementation and delivery of visual content and collateral.
- Provide support in storyboarding and scripting video content promoting ACWA / CCWT, member or sector services and stories, where required.
- Work with colleagues to write and develop presentations and speaker notes for conferences, events and meetings.

Stakeholder Events, Communications and Engagement

- Collaborate with ACWA / CCWT teams and project leads to ensure timely and consistent communication of project activities, initiatives and messages across ACWA's platforms and channels and to promote ACWA externally.
- Contribute to building ACWA's profile and reputation through developing and maintaining strong networks and relationships with partners and key stakeholders, including members, sector colleagues, government departments, public officials and media.
- Plan, promote and manage ACWA events including roundtables, sector forums, workshops, consultations and ACWA's bi-annual National Conference.

Media

- Identify proactive media opportunities and manage media approaches, engagement and relationships.
- Prepare proactive and reactive copy for media releases, background documents, interview briefings, key messaging, case studies, statistics.

Other Responsibilities

- Liaise with internal and external stakeholders as directed.
- Actively represent and promote ACWA as required.
- Respond to stakeholder queries.
- Contribute to ACWA quality assurance processes.
- Participate in supervision, staff meetings and professional development relevant to role.
- Other tasks as required.

Selection Criteria: Qualifications, skills and/or experience

Essential:

- Commitment to social justice in the area of child welfare.
- Qualifications or experience in a relevant discipline.
- Demonstrated ability to develop innovative material for use in website, intranet, social media and other digital applications to maximise community and staff engagement.
- Demonstrated ability to manage corporate communications and related strategic and operational activities in a changing environment.
- Demonstrated ability in event planning and management.
- High-level technology skills and knowledge including website development and maintenance using WordPress.
- Highly developed oral & written communication skills.
- Exceptional relationship management and communication skills.

Desirable:

- Graphic design skills using Adobe Creative Suite, Canva or other

Conditions

Terms and conditions of employment at ACWA/CCWT are per the minimum terms and conditions in the *Social, Community, Home Care and Disability Services Award 2010 (SCHCADS)*.

- Location:
Based in ACWA office, 110 Sussex Street, Sydney
Opportunity for some flexibility in work arrangements by negotiation.
This position may require some travel to other NSW and ACT locations.
- Hours:
Full or Part time position
Flexible hours of work (as agreed with supervisor)
- Salary range: \$85,000 - \$94,000 (FTE) depending on experience, with NFP benefits and salary packaging available

Applicants must address the selection criteria in their application and include contact details of two (2) referees. (We will not contact referees without applicant's permission).

Forward applications to:

Sharon Broady, Executive Officer, via email to sharon@acwa.asn.au

This position will close Wednesday 23rd August and interviews will be held on Monday 28th August.

We may interview suitable individuals prior to the closing date of this campaign and this campaign may also be extended at any time.