



<b>Title</b>	Communications Relationship Manager
<b>Reports to</b>	General Manager Partnerships & Network Development
<b>Last Updated</b>	December 2018
<b>Good Shepherd Australia New Zealand (GSANZ)</b>	
<p>Good Shepherd Australia New Zealand (GSANZ) aspires for all women, girls and families to be safe, well, strong and connected. We are committed to tackling the issues of our time which adversely affect them. We work to advance equity and social justice, and to support our communities to thrive.</p> <p>The Communications, Engagement &amp; Partnerships team will identify, develop and manage activity and opportunities to promote and maintain a strong GSANZ brand and maximise income through donors, corporate partnerships and philanthropic trusts.</p>	
<b>Role Purpose</b>	
<p>This is a broad generalist communications role that aims to deliver Good Shepherd's strategic communications and marketing goals.</p> <ul style="list-style-type: none"><li>• Act as a relationship manager who provides comprehensive communications support to designated areas of the organisation. Build effective relationships with designated GMs and their areas and act as the single point of contact for all communications, advice, support and execution.</li><li>• Manage the brand across all communications and marketing tools and channels</li><li>• Provide strategic communications insight and best practice service to GMs and staff</li><li>• Manage day-to-day external and internal communications, marketing and social media activity</li><li>• Design, develop and deliver internal and external campaigns.</li><li>• Develop and manage measurement metrics across channels and campaigns. Provide regular reporting on the effectiveness of channels and campaigns.</li><li>• Provide guidance and support for Good Shepherd's photographic projects including an annual photographic competition, photographic mentoring program and working with our collective of photographers to build our in-house photographic library</li></ul>	

## **Desired Skills and Characteristics**

- Strong track record in developing and implementing communications and marketing plans
- 5-10 years' experience as a communications specialist
- Demonstrated knowledge of current trends in traditional/online media and social media
- A tertiary qualification in relevant discipline
- Demonstrated ability to work collaboratively and actively contribute to building a co-operative, professional and respectful work culture
- Excellent organisational and planning skills
- Strong writing, editing and proofreading skills
- Ability to present concepts verbally
- Proven ability to manage budgets
- Self-motivated with a positive and professional approach

## **Responsibilities**

### **Strategy and implementation**

- Contribute to the development of the Communications strategy
- Deliver service in line with GSANZ's operational plan and the Communications strategy
- Demonstrate understanding of social justice and community capability building concepts
- Manage the day-to-day communications and marketing activities

### **People**

- Demonstrate commitment to own learning and development
- Contribute to the development of a high performance team in line with GSANZ's leadership capability framework
- Actively participate in regular formal supervision
- Share knowledge and practice insights with colleagues
- Take responsibility for own wellbeing

### **Stakeholders**

- Develop constructive, collaborative relationships with other GSANZ team members and departments
- Prioritise and deepen new/existing strategic partnerships that:
  - Work to our strengths
  - Advance our mission
  - Build our social and financial capital

### **Compliance**

- Demonstrate behaviour consistent with GSANZ's mission, values, behaviours and policies at all times
- Maintain agreed quality standards
- Maintain OH&S standards at all times

## Leadership Capabilities

- Interface management - manage relationships between team members and from the team itself to others teams or key stakeholders
- Active listening- concentrate on, understand and appropriately respond, to what is being said
- Communication - effectively adapt communication modes and styles to different audiences and mediums
- Team relationships - recognise, value and optimise the individual skills and abilities of each team member
- Problem solving - work with others to solve problems and develop the team's capability
- Participative decision making - maintain mission and clients at the centre of decision making and involve others for ownership and commitment
- Team development - develop strategies to address gaps and optimise team function
- Quality standards - commitment to quality standards, processes and continuous improvement

**Values & Behaviours** - We are all co-responsible for delivering the Good Shepherd mission and living our values by modelling these behaviours in all that we do.

## Reconciliation

- We understand the past, respect our place in history and move forward in the spirit of healing and partnership
- We use our capability to build knowledge and skills in the community and with individuals
- We use a coaching approach to facilitate growth, skill building and development
- We pro-actively seek opportunities to draw on the wisdom and expertise of others in order to support those we work with appropriately

## Value of each person

- Our relationships are based on empathy, respect and compassion that sees, and seeks out, the good of each person
- We participate actively, courteously and enthusiastically as part of a team
- We work collaboratively to deliver valued outcomes for every individual
- We adopt appropriate systems and practices to support outcomes that are important to people
- We recognise the strengths, skills and contribution of each person in order to achieve our mission

## Justice

- We challenge structures and behaviours that perpetuate disadvantage so that we bring about positive change
- We listen first in order to understand
- We use our resources efficiently and effectively to sustain and grow our services

- We have constructive conversations about performance, recognise excellence and hold each other accountable for our values based behaviours
- We make informed decisions and communicate early, honestly and transparently

### **Zeal**

- Our commitment is wholehearted
- We embrace opportunities to increase our positive impact and influence
- We reflect and adapt our practice to ensure currency and relevance
- We see change as an opportunity and positively champion new ways of being and doing
- We stretch ourselves individually and collectively to overcome barriers and setbacks

### **Audacity**

- We think reflectively and take bold action to follow new paths for the mission
- We look for innovation and learn from mistakes as a path to knowledge
- We make brave decisions while we are prudent and carefully assess risks and alignment to mission
- We embrace debate to ensure sound decision making
- We stand by our decisions as a team and as individuals.