

Role Statement

Role:	Marketing & Communications Manager
Reports to:	Head of Development
Team:	Development
Employment Status:	Permanent (subject to funding), full-time (38 hours per week)
Location:	Alexandria, Sydney

Position Purpose

As part of a small, collaborative team, this role leads the development and implementation of Aurora's marketing and communications strategy. The Manager will deliver increased brand awareness, effective communications and support fundraising goals. Working with the management teams of the High School Program; Indigenous Scholarship Portal; Internship Program; International Scholarships, and Outreach Program, you will be responsible for leading a wide variety of marketing activities and initiatives to achieve key business objectives.

Success measures in this role include:

- Strategic leadership in marketing and communications
 - Increased public awareness of Aurora Education Foundation, its mission and programs
 - Quality of digital marketing activities, including increased online and socials traffic, newsletter subscriptions, reach of virtual events, and stakeholder engagement.
 - Delivery of agreed objectives towards team goals
 - Creativity
 - On-time, on-budget delivery of projects.
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Responsibilities & Key Activities

Marketing, Communications & Strategy

- Manage the process for the creation and implementation of an organisation-wide strategy for communications and marketing in collaboration with key internal and external stakeholders; including associated workplan that outlines major objectives, target audiences, key messages, resources, key actions, activities and assets
- Lead the creation and implementation of Aurora's social media strategy to grow our presence and maximise following, reach and interactions via Aurora social media accounts

- Maintain and grow Aurora’s digital marketing initiatives, including but not limited to the Aurora website, email marketing, paid campaigns, SEO and more, including management of content development, internal approval processes and the management of targeted audience groups and lists.
- Produce and promote Aurora content (i.e op-eds, blog posts, media releases etc..) to amplify the organization’s position as a thought leader in the Indigenous education space
- Collaborate with internal stakeholders to develop marketing campaign ideas that drive public awareness of Aurora’s programs and services
- Lead the design and development of marketing materials to support program promotions, partners and corporate activities
- Lead the design and production of Aurora merchandise
- Development of media partnerships
- Prepare written communication materials, including writing copy, editing, proofing and managing the production process (may include case studies, story telling, donor profiles, press releases).
- Develop, implement and maintain efficient and effective internal processes for marketing and communications activities
- Monitor key industry trends and stay abreast of Indigenous sector
- Create and publish Aurora Annual Report
- Produce regular marketing reports, including data analysis, media, brand and PR activities

Fundraising and Donor Relationship Management

- Contribute to the development and editing of key funding proposals including research, writing and proofreading
- Contribute to the development and editing of key funding reports and acquittals
- Ownership of promotional benefit delivery for key Aurora partnerships, including the implementation of digital advertising packages

Events

- Creation and delivery of virtual events
- Provide event support for key Development events

Cultural Safety

- Comply with cultural safety principles about overcoming the cultural power imbalances of places, people and policies to contribute to improvements in Aboriginal and Torres Strait Islander education. This includes:
 - Continuously growing and applying understandings of Aboriginal and Torres Strait Islander cultures;
 - Actively reflecting critically on the potential for one’s own unconscious bias;
 - Continuously supporting reform (internally and externally) to ensure procedures, process and program practices are culturally safe.

Child Safety / Working with Vulnerable People

- Maintain the National Child Safety, Code of Conduct and Procedure.

- Work with internal staff and external advisors to provide internal training and advice on child safety matters.
- Role model the required behaviours including:
 - Providing a welcoming and safe environment for children and young people.
 - Promoting the safety and wellbeing of children and young people associated with the program.
 - Interacting with children and young people in ways which are positive and safe.
 - If required, providing adequate care and supervision of children and young people associated with the program.
 - Acting as a positive role model for children and young people.
 - Report to an appropriate person any suspicions, concerns, allegations or disclosures of alleged abuse against children and young people.
 - Manage reports of any suspicions, concerns, allegations or disclosures of alleged abuse against children and young people.

Organisational Participation

- Work with the Executive Group to meet the strategic aims of the organisation.
- Work collaboratively with team members to contribute broadly to the achievement of Aurora objectives.
- Participate in organisational and team planning initiatives.
- Provide regular reporting as required.
- Promote and monitor issues of work, health and safety.
- Undertake other responsibilities and duties within the scope of this role, as directed.

Selection Criteria

Essential

- A demonstrated understanding of Indigenous histories, cultures, organisations and the issues facing Indigenous people in Australia meeting their aspirations for their communities and families.
- The ability to communicate effectively with Indigenous people, stakeholders and organisations.
- Experience developing and implementing an organisation's marketing and communications strategy
- Three to eight years marketing experience commensurate with this role and responsibilities.
- A strong eye for detail
- An aptitude to work towards multiple deadlines with a calm and measured manner.
- Excellent verbal communication and interpersonal skills, with an ability to collaborate across teams.
- Outstanding written communication capabilities.
- Confident IT skills including social media, the Microsoft suite and CRMs.

Desired

- Aboriginal and / or Torres Strait Islander heritage.
- Degree qualification
- Content development experience, working with stakeholders to curate, create and approve written and digital content.
- Leadership experience
- Strategic planning, evaluation and reporting skills.

Other Requirements

- Willingness to obtain a Working With Children Check.
- Satisfactory national police check.