

# Manager, Marketing, Communications & Fundraising



Camp Hill Office

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Carers Queensland provides a range of support services to caring families and aims to improve the quality of life for all caring families throughout Queensland.

The person who is successful in this position needs to share the values and philosophies of Carers Queensland and fulfil all legal and statutory requirements associated with this role.

<b>Reports to</b>	Chief Executive Officer
<b>Direct reports</b>	Marketing Officer Communications Officer
<b>Indirect reports</b>	Nil
<b>Hours of employment</b>	Full time
<b>Contract length</b>	From commencement until June 2018
<b>Salary Award Level</b>	Level CSW 7.1 of the Transitional Pay Equity Order (TPEO) dated 1 December 2012.

## 1. About the position

This position will manage a small marketing & communications team, maintain Carers Queensland's fundraising program, (The CARE Program), initiate and implement new fundraising ideas and undertake event management.

This position is part of the Senior Management Group, which provides strategic leadership to the whole organisation.

The Manager, Marketing, Communications & Fundraising will develop and maintain relationships with the media, community, corporate and private sector businesses.

## 2. Main Activities

### 2.1 Leadership & Management

- Contribute to the leadership of the organisation through participation on the Senior Management Group
- Provide supervision, coordination & leadership to the marketing & communications team
- Maintain transparent communication throughout the team and within the framework of line management reporting requirements
- As required, contribute towards policy development
- Lead high standard Workplace Health & Safety practices
- Ensure incidents and risks are managed and responded to in accordance with the Standard Operating Procedures, relevant policies and procedures
- Provide timely and relevant feedback to the Chief Executive Officer regarding opportunities for growth and improvement
- Promote a culture of reflective practice and document learnings
- Contribute to Strategic & Operational plans, service delivery and culture
- Implement high level change management and conflict resolution practices
- Actively contribute positively to the culture of Carers Queensland

## **2.2 Quality Assurance**

- Meet all quality assurance, risk, reporting and compliance requirements
- Ensure that all marketing & comms staff have the resources required to plan, assess, evaluate and review their work practices and systems

## **2.3 Risk Management**

- Ensure self and staff work within the Workplace Health & Safety accountabilities as part of the WHS Act 2011
- Identify, manage and report on risks using the Carers Queensland Risk Register & Mitigation Plan framework
- Meet all duty of care requirements
- Track and respond to emerging issues to proactively manage risk and mitigation

## **2.4 Human Resource Management**

- Develop and promote a culture of on-boarding that includes orientation, ongoing learning, professional development and regular performance management
- Provide regular team meetings, supervision and performance reviews for direct line staff
- Monitor progress of staff to achieve performance indicators and targets
- Ensure early corrective action such as performance management plans etc., to proactively address any performance concerns.

## **2.5 Financial Management**

- Ensure compliance with Carers Queensland Delegations of Authority policy
- Develop an annual fundraising target for approval by the Chief Executive Officer
- Develop an annual marketing, communications, fundraising and events plan for approval by the Chief Executive Officer

## **2.6 Organisational & Customer Relationships**

- Develop and maintain strategic, collegial and productive relationships within and external to Carers Queensland
- Develop and maintain relationships with the media, community, corporate and private sector businesses

## **2.7 Reporting & Performance Monitoring**

- Ensure all key performance reporting requirements are met