

Position Description – Organisational Communications Manager

Position	Organisational Communications Manager	
Reports to:	Senior Manager- Marketing, Communications & Engagement	
Location	Brisbane	
Principal Function(s):	<ul style="list-style-type: none"> Working with the SM, MCE on the development of strategies for effective organisational communications Development and project management of all content development for stakeholder communications 	
Relationships:	<ul style="list-style-type: none"> All Asthma Australia teams as required (including Board, CEO and Leadership Team) Third party suppliers Consumers Asthma Australia stakeholders, including staff 	
Role Area	Responsibilities/behaviours	Performance Outcomes Sought
Stakeholder communications	<ul style="list-style-type: none"> Development of all content related to stakeholder communications, such as Breathe, On Air, Asthma in Education and Asthma Link eNews, Annual Reports, newsletter article submissions, etc Working with Digital Marketing Manager on dissemination of materials via online channels Working with SM, MCE to review and implement Stakeholder Engagement Strategy Communications in regards to National Research Program Update to general communications materials, including resources 	<ul style="list-style-type: none"> Bi-Monthly publications developed and disseminated in line with schedule. Content analyses for stakeholder click throughs Reviewing for best user content and experience Effective support provided to deliver Stakeholder Engagement Strategy
Internal communications	<ul style="list-style-type: none"> Develop and implement an internal communications strategy that keeps employees updated and informed, ensuring use of two-way communication channels 	<ul style="list-style-type: none"> Refresh of internal communications strategy New and updated approach to communicating important all staff information

	<ul style="list-style-type: none"> • Work closely with SM, MCE and People and Culture Manager to deliver communication materials that highlight and amplify AA culture 	<ul style="list-style-type: none"> • All communication activities are in-line with internal brand / culture
Government relations	<ul style="list-style-type: none"> • Provide communications support for advocacy campaigns • Provide communications support on program promotion 	<ul style="list-style-type: none"> • Asthma Australia perceived as a critical friend to politicians and their advisors • Effective stakeholder engagement support provided to advocacy work
Event and special projects support	<ul style="list-style-type: none"> • Provide support on communication dissemination aspects of bi-annual conference, re-brand launch, data segmentation project, research programs and projects outcomes, organisational materials audit 	<ul style="list-style-type: none"> • Provides effective support and strategic advice to special projects and campaigns • Leadership and strategic thinking skills applied in a project management framework
Culture and workplace	<ul style="list-style-type: none"> • Contribute to organisational culture and a safe workplace environment 	<ul style="list-style-type: none"> • Positive scores and improvements in workplace culture (measurement tool to be identified) • All workplace health and safety programs are followed to ensure a safe working environment for self and others • Consumer engagement practices are effectively embedded across the organisation
Skills Qualifications and Attributes required	<ul style="list-style-type: none"> • Highly experienced in developing communication materials relevant to stakeholder groups • Strong project management skills • Health background highly desired • High level interpersonal and written communication skills • Self-directed, energetic and motivated to achieve agreed outcomes • Strong team player that thrives in a dynamic environment • High level organisational and project management skills with capacity to prioritise, multi-task, achieve business goals • Ability to undertake interstate travel, out of hours work required as necessary 	