

JOB DESCRIPTION

Position Title	Head, Brand and Strategic Communication	Level	D
Reports to (role)	Director, External Affairs		
Team	Communications and Development		
Location	Telethon Kids Institute, PCH, 15 Hospital Avenue, Nedlands		

PURPOSE OF POSITION

Reporting to the Director, External Affairs the Head, Brand and Strategic Communication is responsible for creating and implementing the brand, marketing and communications strategy for the Telethon Kids Institute and its affiliated sub-brands to grow the Institute's reputation, funding, and influence. Accountabilities include the oversight of a team charged with delivering strategic outcomes via a diverse range of communication tools including strategic marketing, campaign and brand management, media relations, digital marketing and social media. It is key to maximising the impact of world-class research to ensure that new knowledge to enhance child health is available and accessible to a wide range of stakeholders including consumers, practitioners, policy makers and funders.

KEY RESPONSIBILITIES

Key Responsibilities	Tasks required to achieve Key Responsibilities	Measures
Proactive Brand Strategy	<ul style="list-style-type: none"> • Maintain and grow awareness of the Institute brand both domestically and internationally. • Maintain and grow understanding of the differentiated value provided by the Institute – especially in underpinning fund raising initiatives. • Maintain and grow brand affection and recognition of the credibility of the work carried out by the Institute and its researchers. • Build respect for the Institute's work in the context of national and global child health research – in attracting both financial support, partnerships and world-class researchers. 	<ul style="list-style-type: none"> • Annual brand tracking research. • Achievement of fund raising targets. • Increased engagement through social media, EDM and website.

Reputation management	<ul style="list-style-type: none"> • Ensure that the Institute is well placed to manage reputational risk by ensuring there are high quality proactive issue management plans and practices in place to identify, monitor and respond to issues with the potential to cause reputational harm or damage to key stakeholder relationships. • Ensure the Institute is well placed to provide responsive crisis communication support in respond to emerging or immediate issues or events. 	<ul style="list-style-type: none"> • Demonstrated capacity in issue management capability. • Creation and maintenance of effective issue management and stakeholder relations plans. • Creation and maintenance of crisis communication plan.
Impact and advocacy	<ul style="list-style-type: none"> • Put in place highly effective plans and resources are in place to ensure the Institute and its researchers receive due recognition in order to ensure their work drives genuine change for children here in Australia and overseas. • Provide expertise, strategic advice and communications support to grow and enhance the Institute’s role as an advocate for policies and practices that provide better outcomes for the health and well being of children. • Assist the Institute in its mission to give voice and to champion the equitable provision of health and well being support for the most vulnerable children in our society and beyond. 	<ul style="list-style-type: none"> • Annual brand tracker. • Influence as measured by invitations for Institute researchers, including the director, to speak at state, national and international forums on key child health issues. • Recognition by key stakeholders, notably in government of the Institute’s leadership role as measured by propensity to consult and seek advice from Institute experts.
Internal	<ul style="list-style-type: none"> • Create and oversee the implementation of communication activities within the Institute that foster a sense of brand pride. • Create and oversee the implementation of communications activity that supports highly effective internal change management. • Provide highly effective platforms to maintain and grow high levels of productive staff engagement – including in the support of the senior management team. 	<ul style="list-style-type: none"> • Staff engagement surveys. • Success in the implementation of significant organisational change initiatives.

<p>Leadership</p>	<ul style="list-style-type: none"> • Monitor the allocation and direct the resources within the team to ensure the achievement of deliverables articulated within applicable Work Plans and identified projects, whilst maintaining a high level of service for business as usual activities. • Maintain effective communication with direct reports to ensure advice provided and decisions made are well informed. • Hold direct reports accountable to their responsibilities and results. • Be a role model for effective and positive leadership which is ethical, results driven and future-oriented. • Foster a culture of transparent, effective, timely and appropriate internal and external communication. • Effectively manage change management processes, encouraging innovation, diversity and continuous improvement. • Support the professional development of staff through coaching, mentoring, training and collaboration opportunities. 	<ul style="list-style-type: none"> • Staff understand and embrace organisational culture, directions, goals and client service ethos. • Staff are aware of their responsibilities and expectations in their roles. • Staff feel supported and engaged.
<p>Workplace Safety</p>	<ul style="list-style-type: none"> • Take reasonable care for your own safety and health and avoid harming the safety and health of others through any act or omission at work. • Identify and assess workplace hazards and apply hazard controls. • Report every workplace injury, illness or near miss, no matter how insignificant they seem. • Abide by Telethon Kids Institute policies and procedures. 	<ul style="list-style-type: none"> • Responsibilities are embedded in work practices. • Hazards are effectively managed or reported. • Accidents and incidents are reported in a timely manner. • All applicable safety policies and procedures are sought, understood and implemented.

ESSENTIAL CRITERIA

Qualifications:	A tertiary qualification in marketing, communications, media, or a related discipline, and/or equivalent demonstrated experience in a related field.
Essential Skills, Knowledge & Experience:	<ul style="list-style-type: none"> • High level experience in brand strategy and implementation. • A strategic, creative and practical thinker and planner. • Demonstrated track record in creating and implementing highly effective strategic marketing and communications plans. • Demonstrated understanding and experience in the use of digital and social platforms as well as traditional media channels for the delivery of highly effective marketing campaigns. • Demonstrated ability to achieve measurable results from marketing and communication campaigns. • Demonstrated capability in budget management and financial accountability. • Demonstrated ability to recruit and lead teams of at least 10-20 people in order to ensure the delivery of high quality outcomes in a complex and changing environment. • Self-directs and works independently with minimal supervision and demonstrates flexibility and capability to perform well in ambiguous situations in an environment with time pressures and multiple priorities. • Proven track record in building and managing relationships with a range of internal and external stakeholders including senior executives. • Excellent written and verbal communication skills and well developed influencing and negotiating skills.

DIRECT REPORTS	Senior Manager, Communications Digital Engagement Officer
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Approved by:	Director, External Affairs
Date approved:	18/04/2019
Reviewed by P&C:	18/04/2019