



Role Description

Role Title: Communications Manager

Our Organisation

Nature Foundation SA is a South Australian charity passionate about nature conservation. We work with and inspire others to Save, Protect and Restore areas of exceptional biodiversity value, threatened species and sites of natural, cultural and geological significance. Established in 1981 by visionary members of the community, Nature Foundation SA has helped protect more than 11,500 square kilometres of the state so far, both terrestrial and wetland, and is now one of the largest non-government conservation land managers in South Australia and third largest in Australia.

Nature Foundation SA is a member-based organisation supported and advanced by a dedicated group of members, volunteers, staff and benefactors - underpinned by science. It highly values working in partnership with volunteers and local communities, community organisations, business and the three levels of government. It conducts a wide range of community events.

Its Water For Nature Program delivers water to large and small River Murray wetland and floodplain sites to sustain wetland environments that lie between iconic wetland sites, maintaining the health of the system as a whole from the border to the sea.

Its science program, in partnership with South Australia's three universities, has to date granted more than \$2million to support 350 students to study nature and progress their careers.

About the Role

The Communications Manager is responsible for planning, delivering and evaluating the communications of Nature Foundation SA. High quality communications collateral will engage stakeholders and the general public in a way that advances nature conservation and grows Nature Foundation SA's effectiveness and fundraising capacity. This position creates and coordinates all communications media materials including website, social media, newsletters, media releases, marketing and fundraising collateral, and the annual report to demonstrate the capability and achievements of the Foundation.

Key Role Outcomes

- A growing awareness and understanding of the importance of nature conservation within community, business, government and our member and supporter base
- Effective, high quality print, electronic, social media and promotions content and materials, including electronic and printed newsletters, annual report and promotional and science publications.
- Assisting the success of fundraising, events and ecotourism promotion.

- A media presence which advances the cause of nature conservation and the standing of Nature Foundation.
- A communications plan co-developed with staff and Council which is implemented, reported on and periodically reviewed.
- A Nature Foundation brand which is strong, trusted, values-based and recognised.
- A website and social media presence which is appealing, informative, up-to-date and reflects the strategic direction of Nature Foundation, coupled with adept use of emerging online technologies.
- A member of a positive-minded staff and volunteer team, who are empowered and motivated, and have sufficient capacity to meet performance goals that are aligned to plans and expected delivery outcomes.
- A contribution to diminished risk and improved performance in employee and volunteer safety management within the program and the organisation
- Annual plans are implemented in line with governance standards, budget, outputs and timelines and their objectives achieved.

Key Relationships

- Reports to the Chief Executive Officer
- Critical partnerships with the staff team.
- Supporting the Council of Nature Foundation through its committee structure
- Other not-for-profit nature conservation organisations.
- Accountable for the roles of relevant contractors, consultants and volunteers.

Special Conditions

- The role is initially for 2 years, with extension of the role subject to funding. The position is 0.7 of full time.
- The position will be based in the Hindmarsh office.
- A current driver's licence is preferred.
- Some out of hours work, intra and interstate travel involving overnight absences from home or out of normal office hours will be required as part of the role.
- All staff are encouraged to wear the appropriate uniform in any public setting and will represent the organisation in a professional manner.
- Nature Foundation SA is a non-smoking work environment.

Assessment criteria

Your suitability for the role will be assessed based on demonstrated knowledge, experience, achievements and abilities against the responsibilities of the role using the following key criteria.

Capability	Elements	• Behavioural indicators
Supports strategic direction	Supports shared purpose and direction	<ul style="list-style-type: none"> • Understands and supports Nature Foundation vision, mission and objectives
	Thinks strategically	<ul style="list-style-type: none"> • Creates operational plans that contribute to strategic goals and results • Thinks 'outside the box' and views issues from different perspectives
Achieves results	Assuming Accountability	<ul style="list-style-type: none"> • Establishes own credibility by demonstrating competence, sound judgement, knowledge and professionalism. • Is proactive in securing successful outcomes aligned with Nature Foundation's direction and takes calculated risks in pursuing them.
	Communicates clearly	<ul style="list-style-type: none"> • Structures messages clearly and succinctly – orally, visually, writing and using technology.
Drives business excellence	Innovation	<ul style="list-style-type: none"> • Seeks out new ways or technologies of working to increase personal and organisation effectiveness.
	Commits to action	<ul style="list-style-type: none"> • Takes personal responsibility for completion of work to a high standard and seeks guidance when required. • Applies self with initiative, energy and drive
	Directing resources	<ul style="list-style-type: none"> • Identifies resources and competencies needed to get the work done • Effectively manages the budget for the work area.
Forges relationships and engages others	Nurtures internal and external relationships	<ul style="list-style-type: none"> • Forms positive, constructive and collaborative internal and external relationships • Operates as a positive and effective member of the staff team
	Influencing and negotiating	<ul style="list-style-type: none"> • Listens to others and acknowledges their views
Exemplifies personal drive and professionalism	Demonstrated personal awareness	<ul style="list-style-type: none"> • Reflects on own style and behaviours and is aware how they impact others

Technical, Professional/knowledge and Experience (including qualifications)

Qualifications

- Tertiary qualifications or equivalent experience in communications, marketing, public relations, journalism or similar is highly desirable.

Skills & capabilities

- Highly skilled at connecting with target audiences in written, visual and electronic forms.
- Proficient in Microsoft suite, web content management, social media tools and publishing tools.
- Proof-reading
- Excellent ability, flexibility and resilience to manage time and competing and changing priorities, and to meet deadlines.
- Proven ability to incorporate new and emerging technologies into the role.

Conceptual Thinking and Creativity

- Converts creative ideas into operational solutions and is able to solve problems.
- Encourages and incorporates the thinking and ideas of others into recommendations as appropriate.

Analytical Thinking

- Assimilates and interprets large amounts of information from a number of sources, and is able to draw out themes and identify gaps.
- Quickly identifies the implications of information and makes strategic judgments based on this.

Knowledge/Strategy

- Has in depth current knowledge and grasp of communications methods and practices, brand promotion, and in planning and managing projects.
- An awareness of nature conservation and the not-for-profit sector.

Work, Health and Safety

- Actively advances workplace safety procedures and programs.
- Proactively ensures any direct reports or volunteers understand workplace health and safety requirements and responsibilities
- Actively participates in health and safety discussions in the workplace
- Identifies hazards, assesses risks and implements procedures for controlling risks
- Maintains appropriate workplace safety records

Corporate Responsibilities

- Maintains a commitment to equal employment opportunity, diversity, ethical conduct, and record keeping within the obligations upon Nature Foundation SA.
- Actively participates in the organisation's Performance Development and Review Program.
- Professionalism and sensitivity in all dealings within and beyond the organisation.

Approved By : _____ (Delegate)/...../....