

Head of Marketing and Communications Candidate Information pack

- Act for Peace is a dynamic humanitarian aid and development agency
- Generous Workplace benefits.
 - Flexible working hours
 - Salary packaging option
 - Access to Employee Assistance Program
- Be part of an experienced and friendly team of professionals
- Permanent Part Time (0.8 FTE)
- Location: Sydney CBD or Remote

Please apply online at <https://act-for-peace.workable.com>

There is no deadline for this role. Applications will be assessed as they are received.

You will need to upload a copy of your resume and a covering letter detailing how you meet the selection criteria with your application.

Please contact 1800 025 101 or hr@actforpeace.org.au, if you have any queries. Thank you for your interest in this position.

About the role

Act for Peace is seeking an experienced Marketing and Communications professional to lead the delivery and implementation of the core foundations that Act for Peace relies upon to deliver its mission and for fundraising, marketing, and communications: brand and content strategies, messaging, website, social media and stories and images of our work. This individual will lead the marketing and communications efforts of the Fundraising and Marketing Team (FAM), with the aim of inspiring, engaging, and mobilising the public to contribute meaningfully to our cause. This role is pivotal in shaping our narrative, ensuring consistency in our messaging, and collecting the powerful stories and images which capture the impact of our work.

This role is essential to our vision of creating a world where everyone belongs through effective marketing and communications strategies and compelling storytelling.

About Act for Peace

We believe all people are created equal, and we should love our neighbours as ourselves. Yet, right now, we're living in a world of 'us' and 'them'. Divisions are deepening, conflicts are escalating, and climate inaction is placing lives in peril.

It means every day, more of us around the world are forced from our homes by violent conflict and disaster.

For more than 70 years, Act for Peace has brought people together to respond to this injustice. Meeting urgent needs, advocating for change, and backing displaced people to reclaim control of their lives. Founded by the Australian churches, we are a diverse collection of people united by a powerful conviction: to create a just and peaceful society, we must work together. It's both the right thing to do, and the only thing that will work. That's why we work in solidarity with long-term local partners; and collaborate with local, regional, and global networks, academics, governments, and the UN; to ensure people uprooted by conflict and disaster have a safe place to belong.

OUR VISION

A world where everyone belongs.

OUR PURPOSE

To create, together, a world where people uprooted by conflict and disaster have a safe place to belong.

OUR GOALS

1. **Safety in exile:** People live in safety, with dignity, while displaced.

The programs we support aim to ensure displaced people:

- Access critical physical and emotional support.
- Have control over their lives, leading activities that ensure their safety, dignity, and rights.
- Advocate for change and help fix systems that cause violence, exclusion, or abuse.

2. **A place to belong:** Uprooted people find a permanent place to belong.

The programs and advocacy initiatives we support aim to ensure:

- Uprooted people lead initiatives that help build a safe, permanent future.
- Countries fairly share responsibility for supporting survivors of displacement.

3. **Reduced displacement:** Fewer people are forced to flee their homes.

The programs and advocacy initiatives we support aim to ensure:

- *Communities lead initiatives to reduce the impact of disasters and other displacement drivers.*
- *Governments and the public take strong action to reduce conflict and climate-driven displacement.*

OUR CHANGE STRATEGIES

1. **Backing displaced people:** Working in solidarity with local partners.

We're:

- *Building partnerships that mobilise the knowledge, determination, and skills of displaced people to create change.*
- *Resourcing locally led initiatives that reduce displacement and create safety, dignity and belonging for uprooted people.*

2. **Building unity:** Reducing division and creating a more compassionate society.

We're:

- *Tackling the underlying drivers of inequality and displacement by reducing polarization and building empathy in society.*
- *Creating opportunities for people to positively influence those around them, so they act and vote in support of displaced people.*

3. **Transforming the system:** Advocating for a radically different response to the displacement crisis.

We're:

- *Learning from displaced people, forming broad networks, and standing together for collective influence.*
- *Influencing regional, national, and global authorities to share responsibility, resources, and power equitably, and act on climate and conflicts.*

For more information about Act for Peace, including our principles and policies, please visit our website www.actforpeace.org.au

About the Fundraising and Marketing Department

The purpose of our Fundraising and Marketing Department is to inspire the Australian public to give and do more to create, together, a world where everyone belongs.

At the heart of our team is fundraising, and we're here to excel at it. We are committed to data-driven and supporter centric strategies that drive results. But we don't just stop at raising funds; we also engage supporters and the public, providing opportunities for everyone to become part of a community taking action to create meaningful change.

Fundraising is not just what we do; it's our passion and our driving force. Our focus remains firmly on the future, and we are determined to push boundaries and make an even more profound impact in the years ahead.

Position Title: Head of Marketing and Communications

Department:	Fundraising and Marketing
Location:	Sydney or remote
Reports to:	Chief Fundraising and Marketing Officer
Direct reports:	1 (one)
Employment status:	Permanent Part Time (0.8 FTE)
Safeguarding Risk Assessment	
Children:	High
Vulnerable Adults (PSEAH):	High

Purpose of the Position

Lead the delivery and implementation of the core foundations that Act for Peace relies on to deliver its mission and, in particular, for fundraising, marketing, and communications: brand and content strategies, messaging, website, social media and stories and images of our work. Lead the marketing and communications efforts of the Fundraising and Marketing Team (FAM), with the aim of inspiring, engaging, and mobilizing the public to contribute meaningfully to our cause. This role is pivotal in shaping our narrative, ensuring consistency in our messaging, and collecting the powerful stories and images which capture the impact of our work.

This role is essential to our vision of creating a world where everyone belongs through effective marketing and communications strategies and compelling storytelling.

Key Accountabilities Set

Key Accountabilities	Performance Expectations	
Set the Strategic Direction for Act for Peace's Overall Brand and Messaging Strategy	Working with the CEO, CFMO, HOPPI and other key stakeholders, take the lead in defining the strategic direction for Act for Peace's: <ul style="list-style-type: none"> <input type="checkbox"/> Brand Identity <input type="checkbox"/> Core messaging <input type="checkbox"/> Visual identity 	15%
Strategic Leadership	Use audience, market, and organisational insights to develop and implement a comprehensive marketing and communications strategy, aligned with the fundraising department's objectives and organizational goals.	15%
Brand Management	Ensure consistent and compelling branding by all teams and across all materials and platforms, reinforcing the organization's mission and values.	15%
Story Gathering	Working closely with the Content Lead, oversee the development of the content gathering strategy while ensuring the delivery of quality content that can be used to tell powerful stories, demonstrate evidence of our impact, and maintain a strong focus on accuracy, compliance, and safeguarding. This includes actively promoting adherence to our policies, providing necessary training, and ensuring that all	10%

	content creation aligns with our safeguarding guidelines.	
Audience Engagement	<p>Using insights from qualitative and quantitative data, work with the fundraising team to develop the framing for the portfolio of propositions that inspire our key audiences to give and do more to create, together, a world where everyone belongs.</p> <p>Review annually the proposition, key messages, case studies and visual identity for each of our key fundraising propositions, to ensure they demonstrate our brand and strategy in action.</p>	10%
Website Strategy and Optimisation	Provide strategic direction and oversight for the organization's website. Support the development and execution of a comprehensive website strategy that enhances user experience and supports fundraising goals. Ensure continuous monitoring of website performance, conduct regular content audits, and implement improvements that maximize engagement, donations, and SEO ranking.	10%
Digital Marketing	Oversee the development of organic social media campaigns to increase awareness, acquisition, and retention.	10%
Media Relations	Act as the point person for media requests, or for any media outlets. Media relations activity will be primarily reactive in FY24.	
Implement a Process of Continuous Improvement	Set KPIs for our marketing and communications, constantly evaluating and optimising our communications, improving their effectiveness, and driving continuous learning.	5%
Other Responsibilities	<ul style="list-style-type: none"> <input type="checkbox"/> Act as brand champion and work with internal stakeholders to ensure our brand values, proposition, tone of voice, and visual identity are communicated consistently. <input type="checkbox"/> Best practise. Nurture a culture of organisational learning and evidence-based decision making. Keep up to date with the latest content marketing and CX developments and benchmark performance against the for-profit and charity sectors. <input type="checkbox"/> Collaboration. Work across the organisation to maximise impact, ensuring that marketing and communications efforts align with fundraising goals and organizational strategies. <input type="checkbox"/> Represent the organisation at a senior level internally and externally, possibly including media interviews or other public speaking engagements. <input type="checkbox"/> Financial management and reporting against team activities, income, and expenditure to effectively align resources and ensure targets are met and allocating resources efficiently to maximize impact. <input type="checkbox"/> Team leadership. Recruit, mentor, and lead a high-performing marketing and communications team, 	10%

	<p>fostering a culture of creativity, collaboration, and continuous improvement.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Organisational leadership. Play an active role on the FAM Management Team and contribute to the leadership and direction of the department. 	
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Skills, Qualifications and Experience – Selection Criteria

Essential

- Creative judgement.** Highly skilled in the art of framing, and experience of developing compelling and emotional value propositions / cases for support for different audiences. Excellent creative judgement with respect to images, copy and design. An eye for a story.
- Communications.** Strong written and verbal communication skills. Excellent copywriting skills. Sound creative judgement with respect to images, copy and design. Excellent communicator with experience of developing impactful supporter / customer journeys, communications / content strategies, and digital experiences.
- Content Marketing.** Experience of creating content strategies and creating and managing compelling content for a range of audiences across a mix of channels. Ability to act as a bridge between strategy, technology and creative. Solid understanding of how all marketing disciplines fit together to impact CX/loyalty. Good understanding of marketing technologies, marketing automation, digital optimisation, and familiarity with digital reporting and analytics tools.
- Brand management.** Experience of developing brand / product platforms: propositions, messaging, visual identity guidelines (for print and digital). Experience of reputation management and overseeing PR/media campaigns.
- Project management.** Strong project management skills. Able to effectively coordinate stakeholders in a fast-paced environment. Familiar with agile methodologies. Track record of accurate income forecasting and budget management.
- Insights Driven Design.** Ability to understand audiences core emotions, attitudes, and beliefs, and accurately distil complex information into insightful problem definitions. Familiar with the principles of Human Centred Design/Design Thinking and significant experience of applying customer and external insight to design value propositions, products, communications, and experiences. Confident in commissioning qualitative and quantitative research and developing segmentation models and user personas. Strong data analysis skills.
- Leadership.** Management Experience. Able to lead with integrity and humility. Sets the highest professional standards for themselves and others. Creates a climate in which people want to do their best. Can motivate many kinds of team or project members; empowers others; invites input from others and shares ownership and visibility; makes each individual feel their work is important; is someone people like working with and for.
- Analytical approach:** Inquisitive attitude. Naturally uses evidence and data to understand ‘why’ and inform better decision making.
- Attention to detail:** Strong attention to detail and commitment to accuracy and compliance.
- Strategic agility.** Can anticipate future consequences and trends accurately, has a broad knowledge and perspective, is future-oriented, and can create compelling communications strategies and plans.
- Financial management, data analysis and risk management.** Strong data analysis and financial management skills. Experience of using CRM systems to segment, tailor and target communications for

different audiences and report against KPIs. Track record of accurate income forecasting and budget management.

- Innovative thinking.** Demonstrates innovative thinking and adaptability to evolving fundraising methods and technologies.

Desirable

- Relevant undergraduate qualification (e.g., communications, marketing)
- Experience of fundraising in an international development or church environment.

Key Stakeholders and Relationships

- External** – Suppliers (market research agencies, design agencies, copywriters etc.), industry colleagues.
- Internal** – Senior leadership, management team colleagues, line reports, Fundraising & Marketing Department, Business Services and Programs Department colleagues.

Core Competencies

- Living Act for Peace’s Values**
 - Throughout our work each day, we behave and take decisions in an ethical and professional manner based on our commitment to human dignity and equity for all and model the values and policy standards of Act for Peace. We believe that these values are fundamental to achieving our vision, purpose, and goals.
- Working Collaboratively**
 - We strive to understand others’ value, perspectives, strengths, needs, contributions, and commitments in order to ensure we are best placed to collaborate and achieve the best possible outcomes for Act for Peace and its stakeholders. We believe our impact is greater when we work with and learn from others.
- Translating the Big Picture into Action**
 - We think strategically, are aware of our context, and implement ideas in a practical and evidence-based way, with a focus on delivering the best outcomes for the communities we seek to serve.
- Being Agile**
 - We meet changing conditions and respond to new organisational requirements, with self-awareness, flexibility, creativity, resilience, and purpose.
- Seeking Results**
 - We are committed to delivering the best possible outcomes for the communities we serve. We achieve results by demonstrating curiosity, a willingness to learn and displaying a self-managing approach. We engage with risk and opportunities with a problem-solving approach. We are accountable to each other and to our stakeholders.
- Practising Wellness at Work**
 - We actively create a safe work environment. We honour the inherent value we each have as individuals, value everyone’s contribution and build trust. We prioritise work-life balance and model kindness and hope.

- Developing the capability of others**
 - We are committed to developing our team members and colleagues. We foster growth through mentoring and creating opportunities for skill development, strengthening the overall capacity and performance of our team.
- Developing content**
 - We create and deliver compelling content that translates complex ideas into clear and impactful messaging across various channels, both online and offline. From captivating stories that inspire our supporters to informative content that educates our audience, we leverage content to drive awareness, engagement, and action in alignment with our organization's mission and goals.

Other Requirements

- Eligibility to work in Australia.
- Commitment to the values of Act for Peace
- Commitment to abide by the principles, policies, and codes of conduct of Act for Peace
- Establish positive, collaborative relationships with the Act for Peace teams.
- Capacity to undertake intermittent travel and work outside standard business hours (reasonably)
- Abide by industry norms – as set out in the Act for Peace accountability framework.
- For our full Policies set please see: <http://www.actforpeace.org.au/our-policies>
- Commitment to Act for Peace requirements, including attendance at staff meetings; completion of all administration, finance, and operational reporting requirements as per policy and/or line managers directive, adherence to program, HR and finance policies and procedures.
- Respect for a multicultural and multi-talented workforce.

Safeguarding Requirements and Responsibilities

Act for Peace takes the prevention of fraud and of sexual misconduct and harassment, and child protection seriously. As part of our Safeguarding Policies (Child Safeguarding and Prevention of Sexual Exploitation Abuse and Harassment).

- Employment is conditional upon the outcome of an Australian Federal Police Background check, as well as an equivalent police background check for any country in which the applicant has lived for more than 12 months during the last five years and for each country of citizenship.
- A working with children check may be required.
- Strict adherence to our Code of Conduct, Child Safeguarding Policy, Child Safeguarding Code of Conduct, Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) Policy and the Privacy Policy is mandatory.

Work, Health, and Safety Responsibilities

Cooperate with all health and safety policies and procedures of the organisation and take all reasonable care that your actions or omissions do not impact on the health and safety of colleagues in the workplace.