

Position Description - Communications Manager

Title: Communications Manager

Reports to: Strategic Director

Location: Negotiable, with a strong preference for an east coast capital city. The WELA team works remotely from home, within AEST hours

Job Type: Part-time (0.6-0.8 FTE negotiable) 1yr contract, with potential to extend pending funding

Salary: \$80,000 FTE (pro-rata), plus superannuation

Job Requirements: Occasional (monthly) after-hours work, ability for occasional domestic travel and access to a major capital city

Benefits: Flexible working location, work / life balance, supportive and empowering culture, mentoring opportunities

About the position

Do you want to contribute to saving the environment, solving climate change and taking on the patriarchy?

This is an exciting opportunity to join a small, growing and passionate team taking on some big challenges - and doing it with a good sense of fun and personal sustainability.

Women's Environmental Leadership Australia (WELA) is empowering, supporting and funding women's leadership for our environment and climate action, to transform Australia's response to our environmental and climate crises.

We're looking for an experienced Communications Manager to play a crucial role in the growth and success of this important work.

You'll be responsible for building the profile of WELA and of women's leadership for our environment by leading our external communications. Your responsibilities will extend across supporter and alumni communications; our social media and website; media; and fundraising communications, including developing compelling messaging and content. You'll provide expert guidance and recommendations to the organisation, develop and deliver our communications strategies, and monitor and evaluate our progress towards the organisation's communications goals. You'll be supported and empowered to prioritise this work with a clear organisational strategy and support from the Strategic Director.

You'll join a small but growing team, including the Strategic Director, Administrator, the Leadership Programs Producer, Community Builder, our Program facilitators and an active Board. We embody a vibrant and caring energy where we know what we're doing, but we

certainly don't have all the answers. Learning, reflecting and balancing risks informs our passion and drive.

Key tasks and deliverables

- Lead the development and implementation of the organisation's communications strategies
- Work with our team, including the Strategic Director, to identify and deliver on priority communication needs and opportunities
- Develop compelling messages and content for a range of communication channels including our social media and website, supporter newsletters and media
- Develop communication for target audiences including the WELA community, Giving Circle members, and potential program applicants etc.
- Lead development of key reports and documents, including our annual Impact Report
- Research and prepare Op Eds and external blogs
- Support the Strategic Director in developing philanthropic and major donor communications, and general fundraising communication
- Support the Program team with development of Program specific communications
- Work with team members to maximise engagement with WELA events
- Manage external consultants including communications and design experts as needed

As a small team, we support each other in our work so you'll regularly be expected to jump in and help out wherever needed. Likewise, you can count on the support of the team however you need it.

About you

You're passionate about our environment, and the important role of women's leadership in creating a genuinely sustainable future in which people and the planet thrive.

You love the power of good communication to create change, and are experienced in developing and managing communication strategies and activities that motivate and inspire people to action. You know how to craft a message and create narratives that engage supporters, donors and other stakeholders.

You have excellent communication skills, written and verbal, and are experienced delivering high quality communications to target audiences. You're creative, and show initiative in the way you spot opportunities and make things happen.

You don't mind getting your hands dirty, and you'll do what it takes to get the outcome needed - from monitoring and responding to social media comments and coordinating a comms calendar

across the organisation, through to designing and leading a new communications strategy and outreach plan. You love being part of a small team, but are confident working independently.

WELA is committed to creating a diverse and thriving community of women and gender diverse people for our environment and climate action. People from Aboriginal or Torres Strait Islander communities, communities of colour, or culturally and linguistically diverse communities are encouraged to apply.

Key Selection Criteria

Essential

- Demonstrated commitment to our environment and / or women's leadership
- At least three years in a similar strategic communications role in an NGO, social justice organisation or for-purpose business
- Demonstrated experience in developing and implementing inspiring and motivating communication strategies and activities
- Excellent written skills, including copywriting for different audiences and channels (print media, e-news, websites, social media, reports)
- Familiarity with relevant tools such as Google Suite, WordPress, CRM tools, social media platforms
- Ability to work quickly and under pressure
- Good interpersonal skills, and demonstrated ability to support a team to deliver quality communications
- Ability to work independently, manage projects and deliver work on time with limited supervision as part of a small dynamic team

Desirable

- Relevant qualifications in communications, journalism or public relations
- Experience developing communications for environmental or feminist campaigns or organisations
- Experience developing or supporting fundraising communication, such as for major donors, regular givers or annual appeals
- Design skills for production of social media posts, event and program branding, and basic design and layout of documents
- Experience working with graphic designers, other creatives or with media professionals

About WELA



Women's Environmental Leadership Australia (WELA) is empowering, supporting, funding and diversifying women's and gender diverse leadership for our environment and climate action, in order to transform Australia's response to our environmental and climate crises.

Overwhelmingly, our existing political, business and societal leadership has failed to adequately address the climate and environmental crises at hand. It's time for a leadership change. Put simply, we will not get out of this by relying on the same leadership that got us into it. The evidence is clear - more women in decision making roles equals better environmental outcomes. We need more of it.

We're a small and empowering team, with a big vision for change. We work hard, but have a healthy commitment to work/life balance, and enable the flexibility to support this. We support one another to grow, develop, and bring joy and creativity to our work each day.

To apply for this position, please send your CV and a cover letter addressing the Key Selection Criteria to info@wela.org.au by 9am Monday 9th May, 2022. For a brief discussion about the position, please book a time with WELA Strategic Director Victoria McKenzie-McHarg at <https://calendly.com/victoria-wela/position-discussion-wela-communications-manager>.