

ADVERTISEMENT – HEAD OF COMMUNICATIONS

Employment Type: Full Time (two year contract) **Location:** Melbourne (Flinders Lane)

- Flexible work practices (choice of where and when to work), enabling achievement of outcomes
- Passionate, professional and ambitious team, working together to close the education gap

About Teach For Australia

At age 15, students from low socioeconomic backgrounds are on average almost three years behind their counterparts from high socioeconomic backgrounds. Teach For Australia's vision is of an Australia where *all* children, regardless of background, attain an excellent education.

We work towards this vision by recruiting highly competent individuals from diverse academic backgrounds and train and develop them to become exceptional teachers and inspirational leaders that meet the needs of schools in low socioeconomic communities and the broader education system.

By 2020, Teach For Australia aspires to partner with schools in all states and territories, be nationally renowned for developing leaders in classrooms and schools and across the education sector and have sustainable government and non-government funding streams.

About the Position

The Head of Communications leads our Marketing and Communications (MarComms) function and is responsible for promoting and protecting Teach For Australia's brand, and raising awareness of the issue of educational disadvantage, with a range of stakeholders. The Head of Communications will be responsible for a small but highly capable team covering all aspects of communications, including: brand management, market research, media engagement, digital communications, publishing and campaign marketing. The Head of Communications is a member of the Senior Leadership Team at Teach For Australia. Please see the position description for further details.

About You

You will be passionate about brand and be able to demonstrate your ability to lead a team to build on recent success of the MarComms function.

You will have the ability to handle a busy and varied portfolio, and operate effectively at both a strategic and operational level.

You can build effective relationships, both internally and externally, to achieve high-quality outcomes.

How to Apply

Applications are still being accepted until midnight on Sunday 21st May 2017, however note that the shortlisting and interview process will commence from Monday 15th May 2017.

For an opportunity to take your place in this life changing organisation, apply by submitting your CV and a cover letter via email to Fiona Lymer, HR Manager, jobs@teachforaustralia.org with subject line 'Application: Head of Communications' by midnight on Sunday 21st May 2017.

Enquiries can also be directed via email to address above.

POSITION DESCRIPTION – HEAD OF COMMUNICATIONS

Department:	Marketing and Communications	Employment type:	Full time (2 year contract)
Reports to:	Chief Executive Officer	Financial accountability:	Up to \$750,000
Reports:	Brand & Marketing Senior Officer; Digital Comms & Media Senior Officer	Location:	Melbourne

Role purpose

The purpose of the Marketing and Communications (MarComms) function is to promote and protect Teach For Australia's brand and improve awareness and understanding of Teach For Australia (TFA) and the issue of educational disadvantage among key stakeholders, leading to action that supports the achievement of organisation goals and progress towards our vision.

TFA often punches above our weight and our brand is no exception. Over the past few years the critical work of the MarComms function has pushed our brand to new audiences and increased the exposure of both TFA and the issue of educational disadvantage. The current experience of featuring in the SBS documentary (Testing Teachers) provides TFA with an exciting platform to reach new levels of engagement. We are looking for the MarComms function – led by this role – to capitalise on this opportunity and build on recent successes.

The primary focus of the role is to lead the MarComms function that is responsible for brand management, market research, media engagement, digital communications, publishing and campaign marketing. In support of these elements, creative direction, copywriting/editing and content development are essential. There will be a requirement for the role to be the operational lead (supported by the Digital Comms & Media Senior Officer) in respect of media and public relations.

Given the size of the organisation it is necessary for the role to operate effectively at both ends of the spectrum from long-term strategic planning and brand vision, to daily operational work. It is a role where the successful candidate will be willing and able to roll up their sleeves and get stuck in, while maintaining a clear strategic direction.

The role requires significant collaboration with all functions across TFA. As a senior leadership role within TFA, the Head of Communications stewards all staff and activities in alignment with our brand, values and key messages. It is of critical importance to the growth and sustainability of TFA.

Qualifications and experience

Essential

- A bachelor degree in a relevant discipline
- Seven to ten plus years of experience in relevant roles, including experience leading a communications-related function (or sub-function)
- Budget, strategic planning and team management experience
- Experience with media and public relations

Desirable

- A post graduate qualification in a relevant discipline
- Experience in the non-profit sector

Attributes, skills and knowledge

Attributes

- Organised
- Great attention to detail
- Strong interpersonal skills
- Creative
- Analytically driven
- Highly proactive and ability to deliver output in fast-paced environment

Skills

- Strategic and functional planning
- Budget, staff and supplier management
- Brand and project management, including the briefing and ongoing management of external agencies
- Research and analysis
- Creative direction
- Copywriting/editing
- Content development

Knowledge

- Brand management
- Market research
- Media engagement and public relations
- Digital communications
- Publishing
- Campaign marketing

Key accountabilities

Strategy, budget and team management

- - Inspire, build and develop a highly effective team
 - Manage all resourcing, wellbeing and performance management (including a strong focus on development) of the function
 - Contribution to organisation goals and strategy
 - Establishment and delivery of function goals to achieve organisation goals
 - Design, development and delivery of the function plan
 - Significant collaboration with and advice to other functions as regards coordination and ways that MarComms can provide support
 - Establishment and management of the function budget
 - Monitoring progress and impact of the function and creatively troubleshooting
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Project sponsorship and supplier management

- Act as project sponsor on brand campaigns or initiatives, utilizing MarComms and external resources as necessary and appropriate
- Management of relationship with pro bono media engagement supplier (Nightingale)
- Management of relationships with other suppliers, including but not limited to creative agencies, graphic designers, printers, web developers, market researchers, photographers and videographers

Distributed services enabling the organisation

- Creative direction for brand, digital communications, publications and campaign marketing as well as broader organisation needs
- Copywriting/editing for brand, media, digital communications, publications and campaign marketing as well as broader organisation needs

Content development for media, digital communications, publications and campaign marketing as well as broader organisation needs

- Operating as a service provider for other functions as regards all media, marketing and communication activity, including for occasional key events (as negotiated)

Function specific deliverables

- Ongoing review and implementation of Teach For Australia's brand through strategy, creative and communications
- Execution and application of market research amongst key stakeholder groups, including but not limited to potential applicants, potential partner schools and potential funders
- Ongoing proactive and reactive engagement with print, digital and broadcast media at a national, state-wide and local level and preparation of Teach For Australia staff, Associates and Alumni for opportunities that arise
- Ongoing design, development and delivery of digital communications, including but not limited to core website, recruitment microsite, blog (Stories), weekly e-newsletters (Three New Things, Associate Blast and Alumni Bulletin) and social media (Facebook, Twitter, LinkedIn, Instagram and YouTube)
- Design, development and delivery of major publications, including but not limited to the annual report, the impact report (every three years) and potential partner school information booklet (as required)
- Design, development and delivery of multi-platform annual marketing campaigns, including but not limited to Leadership Development Program recruitment and matriculation, Teach To Lead recruitment and TransformED (Teach For Australia's annual conference) ticket sales

Senior Leadership Team

As a member of the Senior Leadership Team, further accountabilities around playing a critical role in leading Teach for Australia towards achievement of our mission involves:

- Making positive contributions to defining and realising the leadership framework and culture that is required at Teach For Australia;
- Working collaboratively with the other members of the SLT to think strategically about organisational challenges and share responsibility for organisational outcomes (Measures of Success);
- Modelling and leading by example in the way in which behaviour, attitude, communication style and approach to work demonstrate commitment to the Teach For Australia core values; and
- Proactively seeking opportunities to engage in your own leadership development journey and playing a lead role in establishing Teach for Australia as a learning organisation.

Our values

Empowering greatness

We see great possibilities and strive to bring them to life. We seek to lead by example and are agents for change in ourselves, in students and in our society. We create empowering learning environments that enable others to excel.

Collaboration

We strive to build effective, professional relationships within and across sectors. We have a collaborative mindset that opens us to the opportunities and expertise available through partnerships. We work together – within the organisation, with Associates and with partners, to achieve the individual and systemic changes we seek.

Innovation

We bring energy and creativity to everything we do. We are excited by new ideas and look for new ways to do things that will bring us closer to achieving our goals. We embrace the opportunity to operate outside our comfort zone as a chance to grow and innovate.

Approvals

Approved by: Melodie Potts Rosevear

Date approved: 21/04/2017

Outcome driven

We are inspired by ambitious goals and pursue them with determination. We use fact-based data to think critically about problems and solutions. We take personal responsibility for delivering meaningful, measurable impact within timeframes that are challenging and motivating.

Humility and learning

We respect and seek to learn from the communities we serve and the people with whom we work. We recognise the limits of our own experience, ask questions and seek diverse perspectives to inform our views. We work with curiosity and resourcefulness, engage in honest self-reflection and look for ways to continuously improve.

Resilience

We are resilient when faced with obstacles and undaunted by the scale of the change we seek. We rise to the challenge and never forget why we do what we do.