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POSITION DESCRIPTION

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| Role Title | Communications Manager |
| Reports to | Head of Communications & Engagement |
| Purpose of the Role | The role of the Communications Manager is to manage Butterfly’s digital platforms, campaign, media and social media engagement, lived experience speaker and ambassador program and build, maintain and support effective communication with Butterfly’s supporters, donors, lived experience network, stakeholders and the general public, using the appropriate communication channels.  Reporting to the Head of Communications and Engagement this position will work closely with Butterfly’s staff, external PR agency, external suppliers and with Butterfly’s NEDC, Wandi Nerida, other service delivery and fundraising teams. The Communications Manager will also liaise directly with the CEO on media opportunities and will report to the Senior Leadership Team and all staff on media outreach, campaign objectives and results. |
| Accountabilities and Responsibilities | **Media Management:**   * Manage development of media engagement and relationships, in line with strategic, business and marketing plan, including:   + Alert Senior Leadership Team (SLT) of potential and existing media opportunities.   + Research and prepare briefs and talking points on relevant issues, trends and media opportunities, including developing and updating Media Position Statements on key topics, working with the clinical and/or prevention services teams where appropriate.   + Research for and prepare appropriate responses to media enquiries and opportunities and maintain database of internal and external media spokespeople.   + Write, obtain approval for and distribute media releases, pitches and materials, both reactively and proactively.   + Establish and maintain relationships with journalists (national and state).   + Monitor and report on all forms of media activity in the area of eating disorders, body image and related topics.   + Manage other aspects of media strategy as required.   **Stakeholder Management:**   * Manage development of engagement and relationships with key media/social media stakeholders:   + Educate journalists and media representatives where appropriate in regard to inappropriate portrayal or discussion of eating disorders and body image concerns.   + Develop relationships and engage with social media platforms to advise on harm reduction policies and functionality relating to eating disorders and body image.   + Create partnerships and campaigns with social media platforms to bring awareness to body image concerns and eating disorders occurring in-app.   **Digital Platform Strategy and Management:**   * Manage Butterfly’s digital platform and social media engagement, working with the Digital Content Coordinator to ensure that these channels are used to maximum effect and achieve operational KPIs, including:   + Plan, create, schedule and implement engaging and dynamic content for use across all our channels, optimising content for digital audiences.   + Create and manage a content calendar for day-today use and campaign management.   + Source, develop, prepare and upload content for digital use, ensuring content is up to date, evidence-based (where applicable), and appropriate for intended audience.   + Provide advice and support to internal Butterfly teams regarding relevant digital content e.g. job vacancies, events, merchandise. This includes content planning, writing and at times creating artwork for events, programs and campaigns.   + Monitor consumer and carer interactions for sensitive content, respond in a timely manner and appropriately to minimise risk to Butterfly and to protect the safety of people with lived experience.   + Collect and analyse data from digital and social media channels using data optimisation tools and media analysis products, and report on results.   + Develop recommendations for innovative use of digital technology/continuous improvement.   + Manage digital resources expenditure within budget.   + Increase engagement and following across all Butterfly social media channels   + Develop and create organic content across all Butterfly channels.   + Diversify Butterfly content across all social media channels.   **Campaign Management:**   * Working with Head of Communications and Engagement to project manage awareness, advocacy and fundraising campaigns including:   + Develop campaign schedule, assist with budget formulation and keep campaign on track and on budget.   + Develop creative concepts and brief designers.   + Develop and deliver key messages.   + Work with external consultants/suppliers as required.   + Direct and oversee development of content with Digital Content Coordinator   + Work with Fundraising Manager to coordinate activities and outreach.   + Source contributors and materials for use in campaign.   + Working with Speaker & Ambassador Coordinator, prepare and brief consumers and carers, ensuring support and training is provided where appropriate.   + Develop digital content and media releases, respond to enquiries and pitch to media.   + Analyse results and report on outcomes against agreed targets and KPIs.   **Internal Communications:**   * Update Butterfly staff in a timely manner on relevant external announcements and share media engagement where appropriate, including providing notice to the Helpline of any campaigns or planned/expected media activity that is likely to drive contacts.   **Brand and General Communications:**   * Assist Head of Comms & Engagement to communicate the Butterfly brand internally and externally, ensuring that the value and integrity of the brand is maintained and developed. * Provide communications and brand advice and support to other Butterfly managers regarding their own projects. * Liaise closely with the Marketing manager to ensure a fully coordinated approach between communications and marketing regarding design, development, timing and deployment of printed and digital marketing campaigns, resources and materials. * Manage other projects and duties as required.   **Staff Management and Support:**   * Responsible for three direct reports:   + Digital Content Coordinator (FTE), to oversee content creation and development in implementing our digital platform strategy.   + Speaker and Ambassador Coordinator (0.8 FTE), to oversee the evolution of the current Speaker database and the development of an Ambassador Program that are in line with Do No Harm Protocols and Mindframe guidelines.   + Graphic Designer (0.8 FTE) to develop the Butterfly brand and identity across an array of projects. Oversee workflow across the organisation to deliver on design needs. |
| Selection Criteria | Essential   * Minimum qualification – degree in communications, journalism, public relations or related to health sciences, or equivalent demonstrated experience of at least 5 years. * Strong media relations skills with at least two years’ experience in the area of media engagement. * Proven track record in implementing successful campaigns and messaging through social media, websites and online platforms/technological communication systems. * Solid experience in making information accessible to a wide range of audiences using multiple communication methods, particularly e-communications and digital channels. * Ability to quickly comprehend the complexities and sensitivities surrounding communications which impact on mental health issues, with demonstrated experience in handling sensitive communications. * Excellent general communication skills, particularly written and visual communication. * Demonstrated project management skills, including project budget management. * Highly computer literate with strong understanding and experience in use of web content management systems, data analysis tools and media reporting tools such as Meltwater News, Meltwater Buzz, Google Adwords, Google analytics, and knowledge of SEO. * Ability to work autonomously and as part of a team.   Desirable   * A strong understanding of the issues involved in successfully and safely engaging people with lived experience of a mental health issue and their carers, in order to share their stories. * Experiencing in managing first reports * Understanding of the communication needs of a wide range of audience, particularly young people. * Experience in effective use of creative, editing or presentation software. * Experience in a similar not for profit or charitable NGO environment, and/or mental health sector. * Flexibility to adjust to changing circumstances. * Willingness to go the extra mile. * Driven to continually extend own learning and development. * The desire to make a difference. |
| Other requirements | **At all times:**   * Conduct yourself in a professional manner. * Have exceptional interpersonal relationship skills and a positive attitude * Strive to act in accordance with the vision, mission and objectives of Butterfly and to do all possible to assist Butterfly in achieving its aims. * Follow Butterfly’s policies and procedures. * Follow/participate in occupational health and safety measures. * Act considerately around the workplace and have regard for the well-being of fellow staff, volunteers and our service users. * It is a requirement of all positions at Butterfly that the person has a Working With Children Check clearance (pass) and Police check. * All staff should be aware of and actively uphold the Butterfly values: * Compassion * Commitment * Collaboration * Initiative * Excellence * Integrity |

BUTTERFLY

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| Overview | Butterfly Foundation (Butterfly) is Australia’s national charity for eating disorders and body image issues, providing a voice for those affected and the people who care for them. Eating disorders are severe and complex mental illnesses with physical complications, and the medical, psychological, physical and social consequences can be long term and for many, life threatening. |
| Vision | All people in Australia can live free of eating disorders and negative body image. |
| Mission | We work to prevent eating disorders and body image issues from occurring, to ensure that the best possible treatments are available, and that appropriate care and support is there for those affected. |
| Goals | **Reduce Stigma and increase help-seeking;**   * Listen to, amplify, and advocate for the voice of lived experience. * Increase public awareness and understanding. * Grow our digital presence.   **Work to prevent eating disorders from developing;**   * Deliver accessible evidence-based information and support. * Deliver and expand whole of school (5-18 years) based education. * Collaborate on innovative service offerings in universal prevention and early intervention.   **Improve treatment and support;**   * Establish evidence for residential treatment as a component of the eating disorder system of care in Australia. * Implement and evaluate programs and services which address gaps in care. * Assess gaps in the system of care and advocate for change to address them. |

Butterfly acknowledges Aboriginal and Torres Strait Islander people as Australia’s first people and traditional custodians.

Butterfly is committed to embracing diversity and welcomes all people irrespective of body shape and size, ethnicity, faith, age, sexual orientation and gender identity. More information about our commitment to reconciliation, diversity and inclusion is available here: <https://butteffly.org.au/who-we-are/reconciliation-inclusion/>.