

Position Description

Communications Manager



Butterfly
Foundation for Eating Disorders

MISSION STATEMENT

The Butterfly Foundation (Butterfly) is Australia's largest not for profit organisation dedicated to supporting people with eating disorders and negative body image and the people who care for them.

VISION

To live in a world that celebrates health, well-being & diversity.

MISSION

The Butterfly Foundation is dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.

VALUES

Compassion | Commitment | Collaboration | Initiative | Excellence | Integrity

OBJECTIVES

In using a collaborative approach to identify, build and facilitate strategic partnerships, to:

- Promote positive body image and associated healthy behaviours;
- Encourage hope and help-seeking through education and awareness;
- Advocate excellence and consistency in the culture of care and support for people with eating disorders, and encourage a better understanding of the complexities of eating disorders and the need for a compassionate, flexible and holistic response;
- Educate and connect the community, health providers, government and other support agencies to assist in excellence and consistency in the culture of care;
- Facilitate the development of effective models of prevention and care for people at risk of or with eating disorders;
- Operate a financially sustainable national foundation for future generations;
- Increase access for all people with lived experience of an eating disorder and carers in Australia to effective treatment and support; and
- Ensure that everyone in the Butterfly team feels recognised for their skills and experience, is fully engaged and supported in making their contributions and that the organisation is providing opportunities for professional growth and development.



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1. Purpose of the Role

The primary purpose of the role of Manager, Communications is to manage Butterfly's media and social media engagement, and to build, maintain and support effective communication with Butterfly supporters, donors, government, stakeholders and the general public, using the appropriate marketing channels.

This role is responsible for managing Butterfly's digital platform and social media. This role will also play an active part in working with the Digital Content Coordinator to ensure that Butterfly communications are appropriately and consistently branded and in line with Mindframe communication guidelines.

Reporting to the Head of Communications and Engagement this position will work closely with Butterfly's external PR agency, external suppliers and with Butterfly's NEDC, service delivery and fundraising teams. The Communications Manager will also liaise directly with the CEO on media opportunities.

This role will manage the Consumer and Carer Coordinator to plan and deliver Butterfly's engagement with the lived experience (both consumers and carers) in sharing their stories to assist with Butterfly's awareness and advocacy efforts.

This role is responsible for ensuring all Butterfly communications comply strictly with the Mindframe guidelines for media on mental health, suicide prevention and the reporting and portrayal of eating disorders.

2. Accountabilities & 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 on relevant issues, trends and media opportunities, including developing and updating Media Position Statements on key topics.
- 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.

Digital Platform Strategy and Management:

Manage Butterfly's digital platform and all social media engagement, working with the Digital Content Coordinator to ensure that these channels are used to maximum effect and achieve operational KPIs.

This includes:

- Plan, create, schedule and implement engaging and dynamic content for use across all our channels, optimising content for digital audiences.
- 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 digital content relating to their area of work, e.g. job vacancies, events, merchandise.
- 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.

Campaign Management:

Working to develop campaign brief with Head of Communications and Engagement, to manage awareness and advocacy 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 release 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 Consumer & Carer 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 to share media engagement where appropriate.

Brand and General Communications:

- Assist National Manager 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:

- Direct management of Consumer & Carer Coordinator, to maintain and grow database of consumers and carers who wish to share their stories, manage 'share your story' platform and develop and maintain Speakers' Bureau.
- Dotted line management of Digital Content Coordinator (along with The National Manager, Prevention and Marketing Manager).

3. Selection Criteria

To be successful in this position, the post-holder will need to be able to demonstrate the essential qualifications, skills and knowledge listed below. In addition, the desirable skills, knowledge and behaviours listed will be beneficial to success in this position.

Essential

- Minimum qualification - degree in communications, journalism, public relations or related to health sciences, or equivalent demonstrated experience of at least 3 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.
- 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.

4. Other Requirements

At all times:

- Conduct yourself in a professional manner.
- Be committed to the safety and well-being of all children and young people accessing our services to ensure a child-safe and child-friendly environment where all children are valued and feel safe.
- 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 employee has a Working With Children Check clearance (pass).

5. Diversity Statement

Butterfly acknowledges the 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 type, ethnicity, lifestyle choice, faith, age, sexual orientation and gender identity.