

**Amaze**

Ground Floor, 678 Victoria Street, Richmond VIC 3121

PO Box 374, Carlton South VIC 3053

T 03 9657 1600 F 03 9639 4955

E info@amaze.org.au

W amaze.org.au



## Amaze Position Description

<b>Position Title:</b> Executive Manager Communications	<b>Team:</b> Communications
<b>Reporting To:</b> Chief Executive Officer	<b>Effective Date:</b> September 2020
<b>FTE :</b> 1.0	<b>Term:</b> 2 years fixed.
<b>Amaze Social Impact, Purpose and Strategic Directions</b>	
<p><b>Our Social Impact:</b> Amaze aims for a society that i) respects the dignity of every person on the autism spectrum and ii) offers each of them opportunities for meaningful participation and to make a valued contribution.</p> <p><b>Our Purpose:</b> We want every autistic person to have the opportunity to exercise their own choice to participate meaningfully in, and make a valued contribution to, our society. We build understanding engagement and acceptance of autism. We develop community capacity by working with others to help them value and support people on the autism spectrum and their families.</p> <p><b>Outcomes to be achieved by 2040:</b> 1) Community understanding of autism in Victoria increases over time; 2) Attitudes and behaviours towards people on the autism spectrum by the Victorian community (government, private and social sectors) improves over time; 3) Opportunities for meaningful participation and a valued contribution increase for people on the autism spectrum.</p> <p><b>Strategic Activities:</b></p> <p><i>Build understanding, engagement and acceptance of autism</i> through media activity to promote facts and dispel myths, World Autism Awareness Day, provision of information and resources.</p> <p><i>Advocate for positive change</i> through quality, evidence based advice to governments and other organisations on critical issues for autistic people including early identification and assessment, NDIS, education, employment, mental health, women &amp; girls.</p> <p><i>Community engagement and capacity building</i> through consultation with the autism community, improving knowledge, skills and capability of individuals and private, public and social organisations.</p> <p>Ref Amaze Strategic Plan 2018-2021</p>	

**Amaze**

Ground Floor, 678 Victoria Street, Richmond VIC 3121

PO Box 374, Carlton South VIC 3053

**T** 03 9657 1600 **F** 03 9639 4955**E** info@amaze.org.au**W** amaze.org.au

### Position Summary and Overall Scope

The responsibilities and deliverables for this role respond to Outcome 1 (1.4, 1.5, 1.6) and 3 (3.5), of the Amaze Strategic Plan 2018-2021 – to increase understanding, engagement and acceptance of autism and build broader awareness of Amaze. .

The role is responsible for:

- 1) Acting as brand custodian across all communications relating to Amaze in line with brand guidelines and Amaze strategic operating principles, with particular emphasis on enforcing the priorities of appropriate language, and co-design with autistic people to ensure the dignity of autistic people is at the forefront of all Amaze communications.
- 2) Developing and implementing Strategic Communications Plan and achievement communications related KPI's and activities aligned to the Strategic Plan 2018-2021 and all communications for key projects in other Amaze program areas (Policy & Advocacy; Information & Support Services and Capacity Building).
- 3) With the support of a fundraising consultant, overseeing the delivery of the Amaze Fundraising Strategy to contribute to Amaze's financial sustainability.

The Executive Manager Communications is a member of the Amaze Executive Management Team which together is responsible for delivering the KPI's of Amaze Annual Business Plan and whole-of-organisation projects.

As part of Amaze's principle that autistic people and their families are at the centre of all we do, Amaze seeks to employ autistic people. All Amaze staff are required to support autistic employees by making adjustments (both in the way we work and the physical environment) to support that person's needs.

### Key Accountabilities

- Develop, implement, and evaluate the annual Amaze communications strategy to achieve greater understanding, engagement, and acceptance of autism as per the Amaze Strategic Plan 2018-2021, including:
  - Manage and engage Amaze digital assets – corporate website, microsites, e-Spectrum newsletter, social media and management of associated databases including oversight of Amaze Social Media Monitoring and Publishing Policy and Procedure.
  - Develop and implement new mass media public education campaigns through contracting services of advertising and creative agencies and support the CEO to secure funding for creation and media expenditure for campaigns;
  - Respond to key strategic priorities to increase positive portrayal of autistic people in the media and wider community; promote ways in which the broader community can better support autistic people.
  - Develop evaluation framework for all communications activities to measure impact and outcome against the Strategic Plan KPI's.
- Build community awareness of Amaze as the 'go to' organisation for evidence based, independent information about autism for all Amaze stakeholders. Ensure the Amaze

**Amaze**

Ground Floor, 678 Victoria Street, Richmond VIC 3121

PO Box 374, Carlton South VIC 3053

**T** 03 9657 1600 **F** 03 9639 4955**E** info@amaze.org.au**W** amaze.org.au

Media Reporting Guidelines for Autism remains current and Amaze’s media talent bank of autistic people and their families is grown and maintained.

- Act as Amaze brand custodian to ensure all Amaze external facing communications assets and resources in all program areas adhere to brand guidelines and Amaze principles.
- Working with a fundraising consultant, oversee the delivery of the fundraising strategy including fundraising income and expenditure budgets.
- Work with Executive Manager, Autism Helpline and Capacity Building to develop and implement communications strategy /promotional plans to support the achievement of KPI’s for:
  - Autism Connect national autism helpline
  - Amaze fee-for-service products (training, consultancy, workshops & forums)
- Work with Executive Manager, Policy & Advocacy to provide communications support for Amaze’s media and advocacy efforts, including the creation of grass roots advocacy campaigns and release of Amaze research.
- Work with the Executive Manager, Finance & Operations to develop Communications program expenditure budget annually and undertake monthly forecasting against budget. Provide Communications staff with the leadership, information and guidance required to achieve outcomes.
- Undertake workforce planning, recruitment, staff development and performance management of the team, in conjunction with the Executive Manager, People and Culture.
- Adhere to Amaze Principles, Policies and Procedures and ensure all direct reports have a current knowledge of, and are complying with, the Amaze QMS.
- As a member of the Executive Leadership Team, strategically contribute to Amaze’s strategic planning and delivery of KPIs, including effective working relationships with other Amaze managers to ensure high level communication across Amaze program areas on whole of organisation projects.
- Participate in Amaze Board activities including Strategy Retreat (as required) and attend board meetings twice a year, to report on program areas within the role’s responsibility.

#### Relationships – Internal and External

<b>Direct Reports:</b>	Communications Coordinator (2) Communications Officer
<b>Other Internal:</b>	CEO and Executive Management Team
<b>External:</b>	Fundraising consultants Media consultants Advertising / design agencies

**Amaze**

Ground Floor, 678 Victoria Street, Richmond VIC 3121

PO Box 374, Carlton South VIC 3053

**T** 03 9657 1600 **F** 03 9639 4955

**E** info@amaze.org.au

**W** amaze.org.au

**Key Selection Criteria****Qualifications:**

- Tertiary qualification in an appropriate field (e.g. communications, public relations, marketing).

**Experience:**

- Demonstrated experience in a similar communications management role in a NFP or government environment
- Demonstrated experience in providing communications support across a range of program areas, often working on several projects simultaneously, within an organisation.
- High level knowledge and experience of digital communications technologies.

**Competencies:**

- Autistic-community focussed: either knowledge of, or commitment to, building community engagement and collaboration with autistic people and their families and carers
- Collaborative: builds strategic partnerships internally (peers, staff) and externally (funders, partners, sector) to meet shared and individual objectives
- Accountable: implements work practices that create accountability and ensure completion of tasks within budget and timeframe
- Courageous: tackles difficult issues with optimism and confidence, leading by example
- Effective communicator: exceptional verbal, written, presentation and persuasion skills
- Action-oriented: shows initiative, identifies and seizes opportunities, and quickly and decisively takes action in a fast-changing, unpredictable environment
- High level project management, organisational skills and financial literacy to manage project and program budgets.

**Other (Desirable)**

- Knowledge of the disability sector, the NDIS
- Experience in providing communications support to fundraising activities and campaigns.