

Amaze Position Description

Position Title: Communications Project Lead	Team: Communications and Fundraising
Reporting To: Communications Manager	Effective Date: August 2022
Hours: 1.0 full-time equivalent (FTE)	Position type: 12-month fixed term duration
Salary: \$80,000 - \$87,000 plus superannuation + salary packaging	Location: Work from Victoria Street, Richmond with some optional working from home days
Vaccination requirement: As this position requires work from the Victoria Street office, the successful candidate is to demonstrate triple COVID-19 vaccination status	

About Amaze

Amaze is a leading autism organisation driving change so that Autistic people and their families can live their best lives.

For over 50 years Amaze has been supporting Autistic people and their families. Based in Victoria, Amaze has a national reach and is the home of Australia's national autism helpline – Autism Connect.

Amaze is here for all Autistic people of all ages and works together with the autism community and a broad range of supporters to create a more autism inclusive Australia.

As well as working to increase broader community understanding and acceptance of autism and providing high quality advice and support, we translate autism community experiences into broader policy needs.

A key focus for Amaze is to assist employers to be Autism Positive and create inclusive, sustainable support for Autistic employees.

Amaze's commitment to Autism Positive Employment

Amaze is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. We stay true to our name by hiring 'Amazing' people from a wide variety of backgrounds. After all, we want to be as diverse as the communities we serve. Our inclusive culture helps us to be bold, open to difference, embrace curiosity, and spark positive change in ourselves and others.

Amaze is an **Autism Positive Employer**. We provide support and adjustments, starting with the recruitment process. We nurture an environment that is personally accountable, supportive, psychologically safe, inclusive, and high performing.



About the team

The Communications and Fundraising function is a small, highly efficient and cross-collaborative team that leads internal and external communications, marketing and fundraising for Amaze. With a strong emphasis on digital medium including social media, web, and email communication, the team interfaces with the rest of the organisation to highlight and promote Amaze's work and achievements and seek support. The team also has an in-house fundraising resource to identify and drive opportunities for regular giving, bequest relationships, and community fundraising campaigns.

About the role

The Communications Project Lead is a key member of the Communications and Fundraising Team. Reporting to the Communications Manager, this position will play a critical role in delivering a high-quality range of multi-channel communications to promote and support communications for Amaze's programs and projects. This includes communications and marketing for the national helpline, Autism Connect. The role will also develop and implement integrated strategic communications plans, as well as tactical executions, for a range of exciting initiatives across the organisation.

What you'll be doing

Communications and marketing

Autism Connect communications

- Develop all communication activities for Autism Connect in consultation and co-design with consumer advisory representatives.
- Design and implement communications plans for activities to support Autism Connect's KPIs on audience reach and engagement.
- Provide updates to the Executive Manager, Communications & Fundraising and the Chief Operations Office on all key activities.
- Develop and deliver high-quality communications (print and digital) to Autism Connect's priority audiences: Autistic people and their families, other autism organisations, government, media, private and community sectors, the wider world through a variety of channels and publications.
- Develop and maintain a range of promotional collateral for the Autism Connect service.
- Produce the monthly Autism Connect eNewsletter.
- Form collaborative working relationships with communications staff within Autism Connect partners in other states and territories.
- Identify proactive public relations opportunities for Autism Connect and provide media advice to Amaze staff as needed.

Multi-channel communication implementation and monitoring

- Plan, write and execute content representing authentic, lived experiences of autism, across all Amaze channels, including the website, social media, and print. This involves engaging in co-design with members of the Autistic community.
- Contribute to the execution of Amaze social media, including content planning, assisting with community engagement, and overseeing implementation of campaign content.

- Contribute to the ongoing maintenance and oversight of the Amaze website and campaign microsites, including content updates, SEO, reporting and troubleshooting. Work with Knowledge Team to ensure a quality experience for online audiences.
- Oversight of Amaze's Google and Facebook ads, monitoring and analytics providing advice and recommendations on the optimal approach to increase Amaze's reach and targets
- Contribute to the development of Amaze's communications strategy and planning.

Project specific lead

- Be the designated communications project lead on a range of projects across the organisation.
- Develop and execute project-specific communication plans (across all mediums).
- Provide regular updates on the projects to the relevant Executive sponsors.

Reporting

- Design strategies to evaluate communication activities and report and track media exposure, digital analytics (website traffic), and campaign results against KPIs.
- Assist in developing Board and committee reports as needed.

General

- Provide support and mentoring to the Communication Advisor and Digital Communications Officer.
- Other duties as directed by the Communications Manager and aligned to skills, experience, and role level.
- Adherence to Amaze policies and procedure including the Amaze Code of Conduct.

What you'll need to succeed

KEY SELECTION CRITERIA

Qualifications and experience

- Degree qualification in an appropriate field, e.g., communications and/or marketing.
- Extensive experience and achievement in similar marketing/communications role.
- Demonstrated digital experience, including the use of the WordPress platform, social media management tools, and Salesforce.
- Demonstrated experience providing communication support to a range of projects and other initiatives.
- Demonstrated experience working with topics of a sensitive nature.
- Demonstrated skills and experience in building collaborative and productive relationships with a broad range of internal and external stakeholders.
- Demonstrated experience implementing marketing campaigns, including working with suppliers, designers, and evaluation against KPIs.

Knowledge

- Demonstrated knowledge, understanding, and experience in developing marketing/communications plans and implementing a range of communication activities, including paid digital advertising.



Capabilities

- Excellent verbal and written communication skills, with the ability to communicate effectively and persuasively with a diverse range of individuals using a variety of forms and voice.
- The ability to synthesise and present complex information in a clear and compelling way across diverse audiences and channels.
- Strong interpersonal skills and relationship building skills.
- Strong writing, editing and proof-reading skills with the capacity to write high quality and engaging content for print and online channels.
- Proven ability to think critically, creatively, and independently including exercising initiative.
- Ability to work autonomously as well as part of a team.
- Action-oriented with the ability to manage multiple projects/priorities, perform under pressure, ensure milestones are met, evaluate projects, and adhere to deadlines.
- High level of maturity and personal integrity, with personal drive and determination to deliver work on time and to a high standard.
- Autistic community focused with either knowledge of, or commitment to, developing respectful communications for Autistic people and their families and carers.

Desirable

- Knowledge, understanding and experience in co-design of materials with a variety of stakeholders.
- Works nimbly and is versatile in a dynamic environment.
- Knowledge of the disability service system and the NDIS.
- Experience in a not-for-profit environment.
- Knowledge of writing in Easy English.
- Website, graphic design and/or video production skills.

Inherent requirements of the role

Amaze provides reasonable adjustments to its employees and will accommodate individual needs where practicable. However, some aspects of the role are non-negotiable. For this role, candidates are required to be able to:

- Work in an open plan environment if working at the Victoria Street office in Richmond.
- Complete sedentary desk work at a computer.
- Work collaboratively as part of a team.
- Communicate verbally via phone, through video meetings, or in-person.
- Concentrate for extended periods of time, with support if required.
- Change tasks on request with little to no warning.

Other requirements

- A National Police Check and Working with Children Check is required.

