

NATIONAL MARKETING & COMMUNICATIONS DIRECTOR

About Out for Australia

Our Organisation

Out for Australia (OFA) is an organisation that empowers LGBTQIA+ people to thrive at work in the formative stages of their careers. Since we were established in 2013, we have been known for running Australia's largest career LGBTQIA+ mentoring program, having supported over 3000 people through the program. We run regular events around the country, including our annual 30 Under 30 Awards, we share and amplify our community's stories, and we connect our community together.

Our People

The OFA team are mostly volunteers, working tirelessly to empower LGBTQIA+ people in the formative stages of their careers across Australia. We are a diverse mix of tertiary students, people in the early stages of their careers, and those more established. We come from a broad range of career, industry and educational backgrounds. Anyone who is willing to work hard and make a contribution to OFA is welcome on our team, including allies. We provide a unique opportunity for people to take up leadership positions to support our LGBTQIA+ community.

Position Description

Team:	You will be part of two teams: <ul style="list-style-type: none">• Marketing• State Team, based on your home state/territory		
Reporting to:	You will have two leaders: <ul style="list-style-type: none">• Polly Parker (primary leader)• Heather Preston (secondary leader)	Direct reports:	TBC
Time required:	6 – 8 hours per week		

Purpose

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This role is integral to shaping OFA's narrative, strengthening its brand presence, and fostering thought leadership. The Media and Communications Director will play a pivotal role in driving content initiatives, managing digital presence, and ensuring cohesive communication across various channels.

Responsibilities

Your primary function is to support the Content Strategy through development and collaboration:

- Collaborate on creating a comprehensive content strategy aligned with OFA's Strategic Goals, with a focus on enhancing brand awareness and establishing thought leadership.

You will be responsible for:

- **Ownership of Content Strategy (60%):**
 - Develop and own the overall content strategy, ensuring alignment with organisational goals and messaging.
 - Regularly assess and refine the content strategy to adapt to evolving needs and industry trends.
 - Oversee and manage core content assets, including presentations and materials essential for organisational communication.
 - Collaborate with relevant teams to ensure the smooth integration of content into various initiatives.
 - Regularly report on activities and performance to the Chief Marketing Officer, offering insights and recommendations for continuous improvement.
 - Act as the point of contact for media requests, facilitating timely responses and coordination with key spokespersons.
- **Project Support for Various Functions (20%):**
 - Provide project support for other functions, including the Impact Statement, Research and Data Team, and Storytelling initiatives such as podcast promotion.
 - Manage the production and standardisation of content related to the Mentoring Program for the Business Development team.
- **Digital Presence Management (10%):**
 - Work closely with the Digital Marketing Manager to create and deliver content through online channels, ensuring a cohesive and impactful digital presence.
 - Oversee the performance and optimisation of digital content to enhance engagement
- **General volunteer expectations (10%)**
 - Undertake an OFA volunteer induction and role onboarding.

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- Understand and implement OFA's strategy, vision and mission.
- Uphold our volunteer code of conduct.
- Assist with initiatives as required.

Key skills and experience

We Require

- Passion for supporting LGBTQIA+ young people to be their authentic selves at work.
- A positive, 'can-do' attitude with a willingness to learn and upskill.
- Sound interpersonal communication skills.
- The ability to adapt to different people's working styles for harmonious collaboration.
- Effective time management, highly reliable and sufficient time to volunteer with OFA.

We Desire

- Proficient in G-Suite Tools (Google Docs, Google Sheets, Google Calendar).
- Exceptional organisational skills and a passion for effective processes.
- Excellent written communication skills with a keen eye for detail.
- Someone who is an active listener, able to adapt and consider new ideas and ways of working.
- Strong copywriter skills across multiple channels
- Experience working with multiple stakeholder teams to deliver curated content marketing campaigns

What you will get out of your role

- Give back to your community and support LGBTQIA+ people in the formative stages of their careers to be their authentic selves in the workplace.
- Ongoing learning and development opportunities, and both formal and informal mentoring, for all volunteers.
- The opportunity to meet a wide variety of people within the community and to forge genuine connections.
- Gain experience and apply your Marketing skills navigating multiple stakeholders and broad strategic priorities.
- Gain experience leading a key strategic priority for a national not-for-profit organisation.
- Develop and practise your leadership skills in a supportive and empowering environment.

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How to apply

To apply, you should email cmo@outforaustralia.org, copying recruitment@outforaustralia.org and attaching the following:

- Cover letter of no more than one page or an audio/video recording of no more than five minutes
- Current resume/CV.
- Any other relevant supporting information that will assist in your application.

Please use the Email Subject: Application - [National Marketing & Communications Director] (Your Name)

If you have any accessibility or other needs, we invite you to get in touch so that we can discuss the best way for you to submit an application. Please also let us know your preferred method of communication – we will default to email unless we hear otherwise.

If you have any questions about the role, please contact cmo@outforaustralia.org.

[Applications accepted on a rolling basis until filled.]