

# AMANA TRUST BOARD

## JOB DESCRIPTION

### JOB TITLE

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Communications Advisor

### PURPOSE

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The Communication Advisor will develop and implement communications strategies and plans that promote the organisation to the stakeholders and the public. The role will provide broad generalist communications and specialised digital communications advice and support to the organisation.

### SPECIFIC DUTIES & RESPONSIBILITIES

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- Create and implement communications strategy and plans.
- Maintain and support the use of brand and style guides across the organisation.
- Plan and coordinate communications for programmes, projects, events and fundraising campaigns.
- Write, produce, design, and edit in-house materials, press releases, website and social media content, speeches, articles and annual reports.
- Manage and update the website and social media channels.
- Publish content to appropriate communications channels.
- Coordinate with external vendors to produce graphics and video content if and when necessary.
- Maintain and improve information in email databases - Infoodle and MailChimp
- Research public opinion by doing market research and analysing findings.
- Measure and analyse marketing, promotional and communication channels and campaigns to understand the return on investment, insights and trends.
- Create stakeholder map and engagement plan for the Trust and projects.
- Implement stakeholder engagement plan.
- Keep management informed about stakeholder, employee or community concerns as well as outcomes of campaigns.
- Manage the organisation's communications and marketing budget.
- Assist with annual planning to ensure an effective calendar of activity.

### GENERAL DUTIES & RESPONSIBILITIES

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- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfilment of the duties, responsibilities, obligations and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

## **SKILLS, EXPERIENCE & EDUCATION**

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- Tertiary qualification in Marketing or Communications.
- 2 years previous experience in a similar role.
- Proven experience in managing campaigns and tracking outcomes.
- Excellent written and verbal communication skills.
- The ability to communicate to different audiences.
- Excellent attention to detail.