

## **POSITION DESCRIPTION**

Position title: Communications and Engagement Manager

Location: Canberra

Reports to: Corporate Director

Direct reports: 1-2

Job type: Full-time (37.5 hours per week)

### **About IPAA**

IPAA is a non-profit, non-partisan professional organisation committed to promoting excellence at all levels of public administration across Australia. We work in partnership with the public sector, private sector, academia, and other institutions to provide a platform for debate and discussion about improving and striving for excellence in public administration in Australia.

IPAA offers a flexible and diverse working environment in a small supportive team with employee benefits including:

- Paid shutdown leave between Christmas and New Year in addition to annual leave provisions
- Access to IPAA leadership events and training and development programs
- Access to subsidised parking onsite

### **Position summary**

The Communications and Engagement Manager is responsible for leading the design, development and delivery of communication and branding activities supporting IPAA products, services, and events across channels. The Communications and Engagement Manager works independently and is accountable for the performance of the team to ensure effective promotion, delivery, and support for IPAA.

## **Key responsibilities**

- Manage a small team undertaking a broad range of communication and branding activities
- Design, develop and implement tailored communication strategies, plans and reports
- Build, develop and manage effective relationships with clients, partners, and stakeholders
- Develop and implement social media strategy, including data analysis
- Manage media engagement including preparing releases and media liaison
- Project manage the delivery of a new website and awareness campaign
- Create event designs and communications to deliver unique experiences for signature events and conferences
- Curate, design and distribute newsletters
- Manage social media, branding, and channel management to promote events and programs and curate post-event resources
- Promote IPAA's podcast series across multiple channels
- Provide photography and associated AV support at events
- Write and design reports, publications, and other collateral to support engagement, events, projects, and governance
- Ensure website content is maintained
- Maintain the integrity of the IPAA brand
- Measure, report and analyse campaigns' and promotions' performance and effectiveness to inform future planning and activities
- Identify opportunities for improvement; recommend and implement changes to drive innovation and enhance performance

## **Skills, attributes, and experience**

- Experience managing a communications team within a dynamic organisation
- Demonstrated ability to manage key stakeholder relationships
- Highly developed written and verbal communication skills with accuracy and attention to detail
- Ability to professionally represent IPAA with clients, partners, members, and stakeholders
- Strong organisational, coordination and prioritisation skills
- Critical thinking and problem-solving skills with initiative
- Ability to contribute to strategic thinking to support the achievement of IPAA goals and objectives
- Experience in technical communications programs including the Adobe Creative Cloud, content management systems and marketing software
- Proficient in contemporary online software including Office 365, Mailchimp, Survey Monkey and SharePoint
- Genuine interest in the Australian public sector