

## HEAD OF COMMUNICATIONS (VOLUNTEER) POSITION DESCRIPTION UNITED NATIONS ASSOCIATION OF AUSTRALIA

### WHO WE ARE AND WHAT WE DO

United Nations Association of Australia (UNAA) is the peak body for promoting the United Nations (UN) in Australia. As a non-government organisation and registered Australian charity UNAA works to inform, inspire and engage Australians about the work, goals and values of the United Nations to create a safer, fairer and more sustainable world.

### WHY WE DO IT

The UNAA works to promote the work and importance of the United Nations, to maintain and strengthen global peace and security; provide humanitarian relief; and promote human rights, the environmental sustainability and economic development. We have an important role to play locally, nationally and globally and so do you.

### HOW WE DO IT

AS A PROGRESSIVE CHANGE AGENT, WE EMPOWER AUSTRALIANS TO THINK GLOBALLY, PLAN NATIONALLY AND ACT LOCALLY. TO DO THIS, WE:



Implement innovative programs, projects and activities



Conduct awareness-raising and education activities



Convene professional knowledge sharing, networking and training activities



Partner and collaborate with organisations in the UN system



Conduct research and analyse policies

### UNAA OBJECTIVE

Our objective is to increase public awareness of and engagement in the United Nations. This includes the United Nations Sustainable Development Goals (SDGs), promoting the importance of the rules-based international order, and running events and programs on key issues affecting Australia and Australians.

### BE PART OF THE TEAM

The Head of Communications (Volunteer) will advise the UNAA National Board on the development and implementation of a contemporary Communications Strategy and Implementation Plan which addresses strategic communications, brand management and stakeholder engagement to position UNAA as a strategic partner for government, business and community in pursuing the aims of the United Nations. Our team is a volunteer team who are passionate about making a difference and increasing the awareness and engagement of the community, business and Government in the actions and activities of the United Nations.

The role requires an individual that possesses drive, passion, initiative. You enjoy developing a framework that streamlines implementation for busy volunteer teams in a federated structure. You will be strategic and agile and be prepared to roll up your sleeves and work hands-on. You will be a strong and dynamic communicator with exceptional well-developed interpersonal and collaborative skills.

You will hold suitable tertiary qualifications in Business, Communications or Marketing with a strong understanding of multi-channel activation, brand and campaign management and stakeholder engagement in a federated structure. You will have a proven track record in managing and delivering projects with a small team. Demonstrated experience in leading and influencing people is essential, as is the ability to manage and engage with a complex, diverse range of internal and external stakeholders. This is a volunteer role.

### KEY RESPONSIBILITIES

- Develop strategic communications plan including communications, marketing, content management and branding to streamline and increase the position and engagement of our members and the general public.

- Develop and maintain branding guidelines utilising existing material
- Oversee the implementation of the strategic communications plan including options to measure success
- Engage and collaborate with the Communications Co-ordinator to develop and streamline communications opportunities for UNAA
- Work with communications leads in divisions to streamline and amplify national and division communication.
- Together with Communications Coordinator/s design and implement UNAA Campaigns to raise awareness and thus assist in increasing membership to achieve our vision of engage, educate and inspire
- Manage the development and delivery of the UNAA National Newsletter
- In conjunction with the Technology Advisor, review technology platforms and collaborate for improvements if required
- Review communications plan quarterly and update as required
- Develop, manage and be responsible for monthly reporting
- Manage, coordinate and deliver the UNAA Annual Report

### SELECTION CRITERIA

In addition to demonstrating **relevant experiences across the core functional areas of responsibility identified in this Position Overview**, candidates applying for the volunteer Head of Communications position will require a range of personal and professional skills, including:

- Relevant tertiary qualification in business, communications, marketing or related field.
- At least 5 years' experience in a communications / media role with experience in positioning a volunteer organisation
- Demonstrated track record designing and delivering advanced communications strategy and implementation plans, brand management and stakeholder engagement that increases the reach, reputation and impact and builds momentum.
- Capacity to engage stakeholders in the design and delivery of communication, brand management and stakeholder engagement for their programs, initiatives and projects, including strategies to build engagement and capability and manage risk.
- Advanced self-awareness and competence in working with own and others authority and power. Credibility with networks, clients and senior levels of business, philanthropy and government.
- Advanced User capability for mobile video and photography, social media and story-telling systems and customer relationship management.
- Ability to work efficiently and effectively remotely using a range of online software, contributing to and following policy and processes that align to the UNAA vision and mission.
- Experience in working in a volunteer environment and capacity to engage and deliver outputs
- Demonstrated experience being accountable for yourself and team outputs with an ability to be flexible, agile, collaborative and innovative to create impact.
- Strong written and verbal communications skills and strategic and operational understanding of volunteer movements and federated structures.

### QUALIFICATIONS

- Tertiary qualifications in Communications, Media, Marketing or related field

### APPLICATIONS

Applications should be forwarded to [admin@unaa.org.au](mailto:admin@unaa.org.au)

Preferred Format: 2-page letter of introduction responding to selection criteria and key responsibilities, accompanying CV of no more than 4 pages, merged as one MS Word file.

Closing Date: 13<sup>th</sup> December 2021

This is a long criteria list to address in a cover letter. You could consider using 2 screening questions:

What will you bring to this role that makes you stand out from other candidate?

How will you approach updating and implementing our communication plan in our volunteer, federated organisation? How will you measure success?